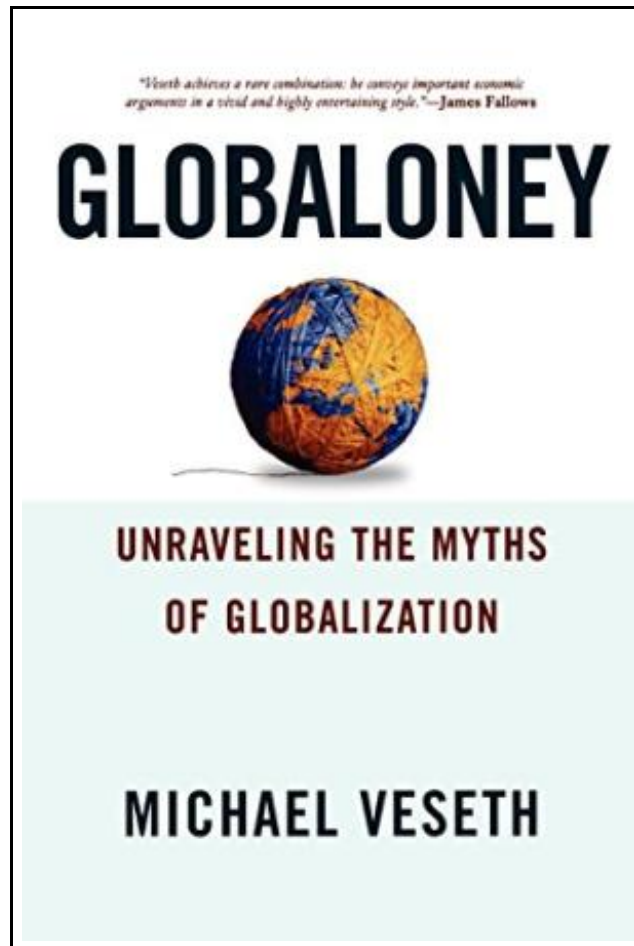


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Reviews

This publication will be worth purchasing. It really is written in simple terms instead of difficult to understand. It has been designed in an exceptionally simple way and is particularly only right after I finished reading this ebook in which basically modified me, alter the way I believe.

(Prof. Loyce Runolfsson Jr.)

GLOBALONEY: UNRAVELING THE MYTHS OF GLOBALIZATION



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ROWMAN LITTLEFIELD, United States, 2006. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. A second edition of this book is now available. What s the truth about globalization .and what s just globaloney? Michael Veseth believes that much of what students understand about globalization is really globaloney-bombast built on a few vivid images and exceptional cases that distort more than they reveal about the world around us. Globaloney separates rhetoric from reality by snapping close-ups of the classic globalization images and comparing them with unexpected alternative visions that resonate with culturally savvy college-aged readers. Do Michael Jordan and Nike really define globalization? Why not David Beckham and World Cup soccer? Is globalization McDonalds and McWorld? Why isn t the global wine market a better metaphor? And what can we learn about how globalization works at the grassroots by comparing the elitist, publicity-hungry Slow Food movement with the massive but virtually invisible international trade in worn and wrinkled second-hand clothes? Veseth convincingly explains how all globalization is local, why the French so love to hate it, and what Adam Smith has to do with it. The book shows why it is dangerous to generalize about globalization and, through its wealth of examples, demonstrates that globalization is not one big thing but many different yet related, particular things. An ideal supplement for courses on international political economy and international relations, Globaloney is an irreverent but important look at how globalization really works.



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