



Globalization and the convergence-divergence debate. A critical insight into David Murillo's book "From Walmart to Al Qaeda"

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GRIN Verlag Apr 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2015 in the subject Business economics - Miscellaneous, grade: 1,7, European University Viadrina Frankfurt (Oder), course: Marketing - International Management, language: English, abstract: Significant transformations have shaped the world in recent years and the concept of globalization has become one of the most controversial issues. Numerous studies have put their focus on the consequences of globalization on our lives. However, no agreement yet exists among scholars (Guillén, 2001). Speaking of globalization means understanding all its diverse dimensions and actors as well as discussing their transformative power. In his recent book 'From Walmart to Al Qaeda' Murillo (2015) offers a multidisciplinary approach considering all the structural elements such as cultural, technological, economic, financial, political and institutional ones that shape and at the same time are shaped by globalization. By discussing the concept of globalization and its impact on each dimension, various approaches are used for diagnosing the direction of change and perils as well as benefits. In addition to that, Murillo (2015:xiii) suggests that 'the very complexity and scope of globalization means any...



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