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Globaloney: Unraveling the Myths of Globalization

By Michael Veseth

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...



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