

# CONTENTS

---

DETAILED CONTENTS	viii
BOXES, FIGURES, TABLES	xiii
SELECTED ABBREVIATIONS	xiv
<b>1. Introduction</b>	<b>1</b>
<b>2. Thinking about the Global</b>	<b>12</b>
<b>3. From Development to Globalization</b>	<b>29</b>
<b>4. Transnational Corporations and Capitalist Globalization</b>	<b>59</b>
<b>5. Transnational Practices: Corporations, Class, and Consumerism</b>	<b>84</b>
<b>6. Transnational Practices in the Third World</b>	<b>118</b>
<b>7. The Culture-Ideology of Consumerism</b>	<b>164</b>
<b>8. Capitalist Globalization in Communist and Postcommunist Societies</b>	<b>208</b>
<b>9. Capitalist Globalization in China</b>	<b>244</b>
<b>10. Challenges to Capitalist Globalization</b>	<b>272</b>
<b>11. From Capitalist to Socialist Globalization through the Transformation of Human Rights</b>	<b>299</b>
<b>12. Conclusion: The End of Capitalist Globalization and Alternative Futures</b>	<b>322</b>
REFERENCES	327
INDEX	361

# DETAILED CONTENTS

---

BOXES, FIGURES, TABLES	xiii
SELECTED ABBREVIATIONS	xiv

---

## 1 INTRODUCTION 1

---

<b>The problem of globalization</b>	1
Globalization and everyday life	2
<b>Capitalist globalization</b>	3
Globalization, capitalist globalization, and the state system	5
<b>Transnational practices</b>	8
<b>Structure of the book</b>	10
<i>Notes</i>	11

---

## 2 THINKING ABOUT THE GLOBAL 12

---

<b>Classifying the global system</b>	13
Income-based classifications	13
Trade-based classifications	16
Resource-based classifications	18
Quality of life-based classifications	20
Region and bloc-based classifications	22
<b>Conclusion</b>	26
<i>Notes</i>	27

---

## 3 FROM DEVELOPMENT TO GLOBALIZATION 29

---

<b>Theories of development as embryonic theories of the global</b>	30
Imperialism	30
Modernization	31
Neo-Marxism	32
Modes of production	34
<b>Competing conceptions of globalization</b>	35
World-systems	40
Global culture	42

Global polity and society	44
Global capitalism	45
Summing up the approaches	47
<b>The class polarization crisis</b>	<b>48</b>
<b>The crisis of ecological unsustainability</b>	<b>53</b>
<i>Notes</i>	57

---

**4 TRANSNATIONAL CORPORATIONS AND CAPITALIST GLOBALIZATION 59**

<b>Economy, polity, culture-ideology</b>	<b>60</b>
<b>History and theory of the transnational corporation (TNC)</b>	<b>63</b>
Research on TNCs	63
TNCs and foreign direct investment	70
<b>TNCs and governments</b>	<b>72</b>
The Volta dam and the Enron project	74
Indigenization in Nigeria	79
<i>Notes</i>	81

---

**5 TRANSNATIONAL PRACTICES: CORPORATIONS, CLASS, AND CONSUMERISM 84**

<b>The conceptual space for transnational practices (TNP)</b>	<b>84</b>
<b>The physical spaces for transnational practices</b>	<b>86</b>
<b>Economic transnational practices</b>	<b>89</b>
Jobs	91
Linkages	95
<b>Political transnational practices</b>	<b>96</b>
<b>The transnational capitalist class</b>	<b>98</b>
Labour and the transnational capitalist class	100
Downgrading of indigenous practices	101
<b>Culture-ideology transnational practices</b>	<b>105</b>
<b>The culture-ideology of consumerism</b>	<b>108</b>
Consumerism and the information technology revolution	111
<b>The theory of the global system: a summary</b>	<b>115</b>
<i>Notes</i>	116

---

**6 TRANSNATIONAL PRACTICES IN THE THIRD WORLD 118**


---

<b>Economic transnational practices in the Third World</b>	<b>121</b>
<b>Transnational corporations in the Third World</b>	<b>122</b>
TNC employment 125	
TNCs and the sexual division of labour 128	
Transnational pressures on TNCs 132	
Training and technology 135	
<b>The global food system</b>	<b>138</b>
Women and food 142	
<b>Agribusiness</b>	<b>143</b>
Genetically modified crops 149	
<b>Political transnational practices in the Third World</b>	<b>152</b>
<b>The transnational capitalist class in the Third World</b>	<b>155</b>
The African bourgeoisie 158	
<b>From triple alliances to the transnational capitalist class</b>	<b>160</b>
<i>Notes</i>	161

---

**7 THE CULTURE-IDEOLOGY OF CONSUMERISM 164**


---

<b>Consumerism and producerism</b>	<b>164</b>
<b>Cultural imperialism and media imperialism</b>	<b>167</b>
Latin American research on the media 171	
<b>The new world information order</b>	<b>174</b>
Control of global media markets 176	
<b>Advertising and the spread of consumerism</b>	<b>180</b>
Global exposure 183	
Delivering the goods 184	
<b>Case studies in global consumerism</b>	<b>187</b>
The baby bottle feed controversy 187	
Drugs, health, and profits 190	
Cola wars 193	
The global smoke ring 197	
<b>Conclusion</b>	<b>204</b>
<i>Notes</i>	206

<b>8</b>	<b>CAPITALIST GLOBALIZATION IN COMMUNIST AND POSTCOMMUNIST SOCIETIES</b>	<b>208</b>
	<b>Communism and socialism defined</b>	<b>208</b>
	<b>The socialist Third World</b>	<b>210</b>
	Cuba 210	
	Nicaragua 212	
	<b>Socialism in sub-Saharan Africa</b>	<b>214</b>
	Tanzania 215	
	Mozambique 218	
	<b>Transnational practices and the Old Second World</b>	<b>222</b>
	TNCs in the Old Second World 224	
	<b>Transitions from communism to postcommunism</b>	<b>227</b>
	Choices for socialist societies 236	
	<b>Conclusion</b>	<b>240</b>
	Notes 241	
<b>9</b>	<b>CAPITALIST GLOBALIZATION IN CHINA</b>	<b>244</b>
	<b>New China</b>	<b>244</b>
	The opening door 244	
	<b>The labour market</b>	<b>250</b>
	<b>Classes in the New China</b>	<b>252</b>
	Officials 254	
	Private entrepreneurs 255	
	Globalizing executives and professionals 256	
	Is there a transnational capitalist class in China? 259	
	<b>The culture-ideology of consumerism in China</b>	<b>263</b>
	Media in China 267	
	Notes 270	
<b>10</b>	<b>CHALLENGES TO CAPITALIST GLOBALIZATION</b>	<b>272</b>
	<b>Counter movements</b>	<b>273</b>
	Protectionism 273	
	New social movements 275	
	Green movements 275	

	<b>The anti-globalization movement</b>	<b>277</b>
	The defeat of the Multilateral Agreement on Investment (MAI) 287	
	The battle of Seattle and after 291	
	<b>The nonviolent alternative to capitalist globalization</b>	<b>293</b>
	Notes	296
<b>11</b>	<b>FROM CAPITALIST TO SOCIALIST GLOBALIZATION THROUGH THE TRANSFORMATION OF HUMAN RIGHTS</b>	<b>299</b>
<hr/>		
	<b>Alternatives to capitalist globalization</b>	<b>300</b>
	Seeds of socialist globalization 302	
	<b>The globalization of human rights</b>	<b>306</b>
	Human rights and social responsibilities 311	
	The official human rights movement 313	
	NGOs and civil society 314	
	<b>Protecting human rights</b>	<b>317</b>
	Notes	319
<b>12</b>	<b>CONCLUSION: THE END OF CAPITALIST GLOBALIZATION AND ALTERNATIVE FUTURES</b>	<b>322</b>
<hr/>		
	<b>Socialist globalization</b>	<b>322</b>
	Democracy 322	
	Human rights 323	
	Socialism 324	
	REFERENCES	327
	INDEX	361

# BOXES, FIGURES, TABLES

---

## BOXES

3.1	Polarization in health and education in Third World societies (late 1990s)	51
3.2	Polarization in the USA	53

## FIGURES

1.1	Global issues mastered every week	4
3.1	World's biggest economic entities by revenues (2000)	37
5.1	Cities with 10 million or more inhabitants (1950, 1975, 2000)	87
5.2	Accumulation of wealth from 100,000 dresses selling for \$100 each	94
7.1	D-Day for cultural imperialism	168
7.2	Cola wars in India	195
7.3	Global corporate advertising expenditures and Third World education budgets (1997)	205
9.1	Consumerism in China	246
10.1	Vote for Me	281
10.2	McDonald's in Prague	292
11.1	The SEWA Tree : A Women's Support Network	304

## TABLES

2.1	Primary commodity prices in 1990 \$US (1980, 1990, 2000)	17
3.1	Indicators of ecological crisis	54
3.2	State of the world's ocean fisheries	55
4.1	Globalizing media conglomerates	66
6.1	Undernourishment in the Third World (1978/81 and 1995/7)	141
6.2	Holders of patents for food crop gene sequences	151
7.1	Top ten transnational advertising agencies by revenues in \$USm. (2000)	181
8.1	Cuban dependencies after 1959	211
9.1	State-owned companies from China in the <i>Fortune</i> Global 500 (2001)	259
11.1	Reallocating resources from the priorities of capitalist globalization to the priorities of socialist globalization	311

Although we have tried to trace and contact copyright holders before publication, in some cases this has not been possible. If contacted we will be pleased to rectify any errors or omissions at the earliest opportunity.