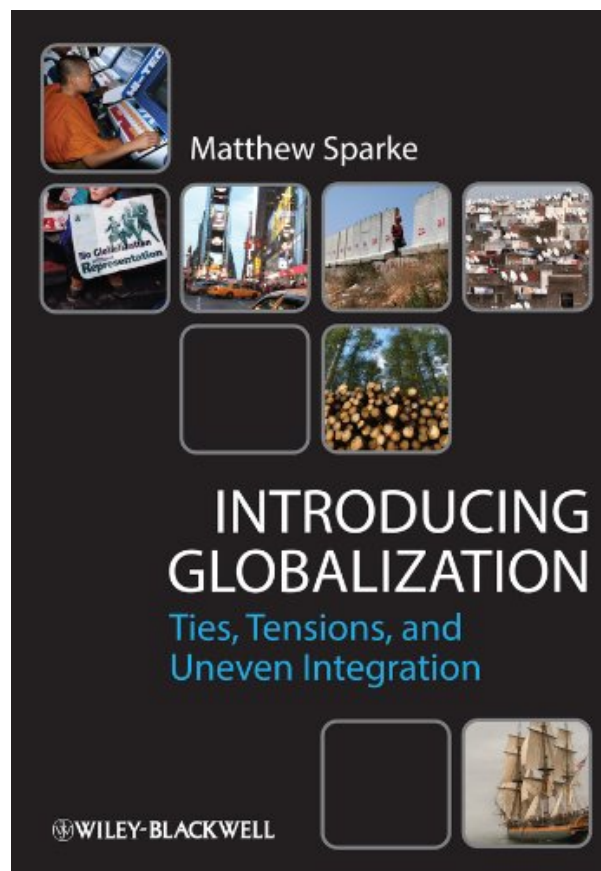


INTRODUCING GLOBALIZATION: TIES, TENSIONS, AND UNEVEN INTEGRATION BY MATTHEW SPARKE



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Matthew Sparke



INTRODUCING GLOBALIZATION

Ties, Tensions, and
Uneven Integration

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Designed specifically for introductory globalization courses, *Introducing Globalization* helps students to develop informed opinions about globalization, inviting them to become participants rather than just passive learners.

- Identifies and explores the major economic, political and social ties that comprise contemporary global interdependency
- Examines a broad sweep of topics, from the rise of transnational corporations and global commodity chains, to global health challenges and policies, to issues of worker solidarity and global labor markets, through to emerging forms of global mobility by both business elites and their critics
- Written by an award-winning teacher, and enhanced throughout by numerous empirical examples, maps, tables, an extended bibliography, glossary of key terms, and suggestions for further reading and student research
- Supported by additional web resources – available upon publication at www.wiley.com/go/sparke – including hot links to news reports, examples of globalization and other illustrative sites, and archived examples of student projects

Engage with fellow readers of *Introducing Globalization* on the book's Facebook page at www.facebook.com/IntroducingGlobalization, or learn more about this topic by enrolling in the free Coursera course *Globalization and You* at www.coursera.org/course/globalization

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Most helpful customer reviews

8 of 9 people found the following review helpful.

A mind altering critique of Neoliberalism (and Thomas Friedman)!

By Greg Smukler

Mathew Sparke's new textbook on Globalization does not pull any punches. The author, a professor of Geography and International Studies at the University of Washington, provides a sharp, funny, and sometimes brutal critique of the Neoliberal institutions that have helped create the Globalized economic world of the 21st century. Sparke contests Margaret Thatcher's famous "TINA" hypothesis that "there is no alternative to Globalization" and states that economic Globalization was a self-fulfilling prophecy - if it wasn't for active participation by nation states, particularly the US and Great Britain, it is entirely possible that the free-trade system would not have evolved nearly as rapidly as it has (it at all). Sparke saves his harshest criticism for Thomas Friedman who, Sparke believes, distorts the reality of Globalization by stating that the "world is flat", the "playing field" of competition has been leveled, and that opportunity now flows freely across borders. Sparke bluntly accuses Friedman of being an elitist who, in the words of Vandana Shiva, has "reduced the world to the friends he visits, the CEOs he knows, and the golf courses he plays at. ... he shuts out the brutality of exploitation and inequality and the social and ecological externalities of economic globalization". Ouch.

Sparke's textbook is meant for a "Globalization 101" class that is, perhaps, taught by a slightly left of center professor (obviously a bit of a redundancy, but still). The chapters are cleverly divided into large themes such as "Money", "Law", "Commodities", and "Health" allowing the book to cover an extremely broad range of topics. The chapters on "Governance" and "Space" are particularly innovative as the author touches on issues that are not often discussed in standard textbooks on Globalization such as the changing role of universities and their contribution to creating a new generation of "global citizens" and "global entrepreneurs". The book is also full of graphs, illustrations, and pictures that make the reading more enjoyable as well as anecdotes that help the bored college freshmen stay awake while reading it.

The author was already teaching at the University of Washington during the 1999 Seattle protests against the WTO and the spirit of those tumultuous uprisings is evident within the book. This text, however, provides a much needed intellectual gravitas to the opponents of Globalization and helps codify the case against Neoliberalism (and explains exactly what Neoliberalism actually means). I read this book in Grad school and seriously regretted not having this type of textbook as an undergrad. I don't know how many undergrads will change their views based on Sparke's iconoclastic book, but I am certain that it will lead many a college student to begin thinking differently about the world at large. And, after all, isn't that what college is supposed to be all about?

2 of 2 people found the following review helpful.

Brilliant text!

By Bilmer

Sparke's book presents a riveting account of the complexities, challenges and opportunities introduced by globalization. Not only does the book tackle the underlying myths and common assumptions surrounding

globalization, but it also presents a vast array of transnational empirical examples that allow readers to formulate their own opinion about globalization. Sparke's passion for the subject, interdisciplinary approach, and accessible writing style make this book a must read for anyone teaching, researching, or broadly interested in globalization. In particular, this book is a great text for undergraduate courses in geography, development studies, political science, and economics.

2 of 2 people found the following review helpful.

A great introduction to Globalization and globalization, with a social constructivist approach relevant to social scientists.

By Reidar Staupe

A comprehensive and well written introduction to globalization. Having read several books on the phenomenon I can say this is the best one I've read. Its major strength is that it separates Globalization from globalization, where the former is the 'official' sort of discourse on globalization, and 'small-g' globalization is kept separate as the phenomenon of globalization in itself. Thus, the book does an excellent job of underlining how Globalization is a social construct, and is understood and experienced through the discourse in which it takes place.

See all 8 customer reviews...

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