



## Globalization

A Multi-Dimensional System, Third Edition

3rd edition

C. Gopinath, Sawyer Business School, Suffolk University, US

Globalization evokes mixed responses. It is praised for facilitating business, greater trade between nations and reducing poverty, and is also accused of causing job losses and homogenizing culture. While some nations cheer its benefits, others think of barriers to protect themselves. Yet, everyone agrees that it is a multidimensional and complex process that continuously reshapes our environment. Rather than wonder whether globalization is good or bad, it is important to understand how it impacts nations, organizations and individuals and be prepared to operate in that context.

'This much-awaited third edition offers an expanded treatment of the greatest topic of our time using examples from different parts of the world.'

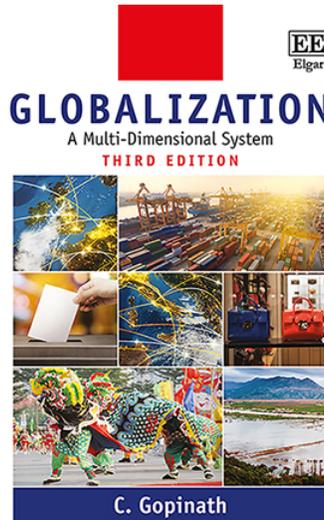
– Mauro F. Guillén, author of *Rude Awakening: Threats to the Global Liberal Order*

'Gopinath brings a great sense of history to our understanding of globalization, framing it as an evolving process stemming from interactions across peoples. The book goes further to provide a pragmatic framework, rooted in systems thinking, to guide us in analyzing its implications. His rich examples from all over the world and his lively writing style make this a thoroughly entertaining and thought-provoking read, with much to offer to both scholar and curious practitioner of international management.'

– Sri Zaheer, Dean, Carlson School of Management, University of Minnesota, US

'How timely! C. Gopinath's *Globalization* is destined to be widely read and debated in this great age of globalization (or de-globalization – depending on your point of view).'

– Mike Peng, Jindal Chair of Global Strategy, University of Texas at Dallas, US and author, *Global Business and Global Strategy*



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