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Marie-Laure Djelic explores the convergent and divergent trends in the evolution of business systems and organization in Western Europe in the postwar period, looking in particular at the influence of the American corporate model. She focuses on France, West Germany, and Italy after 1945 and the influences of the Marshall Plan. Her core argument is that the model had varying degrees of success ...

Marie-Laure Djelic explores trends in the evolution of business systems and organisation in Western Europe in the post-war period. She examines in particular the influence of the American corporate model on European business methods and ideology.

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Exporting 'Made In America' Democracy examines the various contradictory tensions that democracy-promotion produces in the context of an increasingly capitalist globalization of the world that has accelerated in the post-Cold War period and into the 21st century. According to the author, the Cold War between the U.S. and the Soviet Union (1945-1991) brought the question of democracy to the forefront of modern political debate, and the subsequent collapse of the Soviet model was in part a consequence of the U.S. projection of its own capitalist democracy as a model to be exported and emulated throughout the world. Cavell argues the promise of democracy, as an Enlightenment ideal, has been to transcend the dichotomy of ruler and ruled by establishing self-rule of the people themselves as the normative basis of governance in the modern world. To the contrary, the U.S. National Endowment for Democracy (NED) is promoting a market-oriented democracy benefiting corporate interests, which enhance U.S. economic and political hegemony.

As the pressures of globalization are crushing local traditions, millions of uprooted people are buying into a new American salvation product. This fundamentalist Christianity, a fusion of American popular religion and politics, is one of the most significant cultural influences exported from the United States. With illuminating case studies based on extensive field research, Exporting the American Gospel demonstrates how Christian fundamentalism has taken hold in many nations in Africa, Latin America and Asia.

Although Latin American and Caribbean countries have assigned a high priority to increasing exports, export performance in most cases remains deficient. This work investigates why this is so, identifying the policies that determine successes and failures in Brazil, Chile, Colombia and Mexico.

Argues that democracy has inherent advantages over other forms of government, describes the tools with which we can spread the democratic system, and suggests foreign policy changes

This manual has been designed and written with the purpose of introducing key concepts and areas of debate around the "creative economy", a valuable development opportunity that Latin America, the Caribbean and the world at large cannot afford to miss. The creative economy, which we call the "Orange Economy" in this book (you'll see why), encompasses the immense wealth of talent, intellectual property, interconnectedness, and, of course, cultural heritage of the Latin American and Caribbean region (and indeed, every region). At the end of this manual, you will have the knowledge base necessary to understand and explain what the Orange Economy is and why it is so important. You will also acquire the analytical tools needed to take better advantage of opportunities across the arts, heritage, media, and creative services.

An analysis of Americanization in European and Japanese industry after World War II. The contributors analyze the creative role of local actors in selectively adapting US technology and management methods to suit local conditions, and in creating hybrid forms combining foreign and indigenous practices in unforeseen, yet remarkably competitive ways.

How is it that the modest pace of change which typified the French economy a century ago gave way after 1945 to a new, revived capitalism and a superior economic performance? Maclean traces the development of French economic and business life in the context of the European and international economy over the past fifty years. She examines the main economic trends and events: from nationalization to privatization; from war with Germany to reconciliation and ever-greater union; from the franc to the euro; and from national champions to mega-mergers with foreign companies. Maclean argues that the new French capitalism of the twenty-first century is the product of an ideological struggle in which the forces of modernization triumphed over the old guard of French nationalism.

Outlines how to rethink society's economic, political, and social institutions and actions to take to build better societies.

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