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| Nota di bibliografia    | Includes bibliography and index.   |
| Nota di contenuto       | Front Matter -- Contents -- Tables -- Acknowledgments -- Preface -- Introduction -- Free Markets -- The Invisible Hand: The Legacy of Smith, Locke, and Their Critics -- Pax Americana, 1945-1965 -- The Coca-Cola Stall, 1965-1985 -- The New Right Agenda -- A New International Order -- The Ginza Strip -- The Travelling Show -- High-Wire Acts -- The European Troupe -- In the Penny Arcade -- Beyond the Market -- Economic Reality -- The Environmental Dimension -- Conclusion -- Notes -- Bibliography -- Index |
| Sommario/riassunto      | Focusing on the conservative ideologies and political organization of the New Right, this study explores its impact on the development of a global marketplace after World War II. It examines the changes such political strategies created in the world economy, and the effect on individual countries.   |