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Nota di bibliografia	Includes bibliographical references (p. [110]-120) and indexes.
Nota di contenuto	Book Cover; Title; Contents; List of tables; Preface and acknowledgments; List of abbreviations; Power; The power of globalization; Knowledge; Mapping globalization; Globalization: an ascendant paradigm?; Critical globalization studies; Ideology; Ideologies and the globalization agenda; 'Common-sense' representations of globalization protests (Co-authored with Glenn Adler); Bringing in micro-encounters; Transformative possibilities; Alterglobalization; Appendix: The survey questionnaire; Notes; References; Name Index; Subject Index;
Sommario/riassunto	Globalization is usually said to be about markets and power, and, as a byproduct, culture. Whither Globalization? goes further, arguing that globalization may also be understood as a way of knowing and representing the world.