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| Descrizione fisica | 1 online resource (xxvi, 341 pages) |
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| Soggetti | Globalization International business enterprises |
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| Nota di bibliografia | Includes bibliographical references (pages 305-321) and index. |
| Nota di contenuto | Part I. Exchange: the natural social imperative -- 1. Globalization takes root -- 2. Tracing the roots of globalization -- Part II. Trade: a historical perspective -- 3. The beginning of recorded trade -- 4. The age of exploration -- Part III. Building blocks of globalization -- 5. The first global products -- 6. Ancient societal infrastructures originating in and supporting commercialism -- 7. Mediums of exchange and financial instruments -- Part IV. Collateral influences on global commercialization -- 8. Religion and the exchange process -- 9. The influence of government on global trade and ancient secular, commercial, and legal regulations -- Notes -- References -- Index. |
| Sommario/riassunto | The term globalization is too often defined by the results it produces, both positive and negative, as opposed to being defined as a socially engineered device naturally occurring as civilization progressed. It is a mechanism to manage the affairs of human beings as they provided for their mutual, but not always equal, attainment of satisfaction. It is therefore a universal instrument that emerged out of the ordered exchange process and is to be found in all cultures. Its growth and maturity were fueled by common denominators of value that are shared across and between social groups around the world and act as a trade agent, bridging and bonding alien territories. As such it began in ancient times and continues into the present, where its prevalence has resulted in a more borderless world with increasing interdependence of |

nations. The historic commercial activities used in the past form the platform of principles still evident in its modern- day structure.
