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Nota di contenuto	The Travels of a T-Shirt in The Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade; Contents; Preface; Prologue; Part I: King Cotton; 1 How America Has Dominated the Global Cotton Industry for 200 Years; 2 The History of American Cotton; Keep the Fiddler Well-Supplied with Catgut; Eli Meets a Venture Capitalist; Where Was the Competition?; All God's Dangers Ain't a White Man; Cotton Factories Arrive in Texas; 3 Back at the Reinsch Farm; C.F. and Hattie Move West (and Bring a Tractor); White Guys Get All Draggy-Like; Bureaucrats Push Out Sharecroppers Machines that Don't Get All DiscouragedPick Your Weather; The Reinsch Children Leave the Farm; Old Enemies, New Friends; Designer Genes; Back to Nature or Forward to the Future?; 4 All God's Dangers Ain't the Subsidies; Backward to Seed and Forward to Denim: Farmer Profits at Every Step; No More Handfuls; All This and Subsidies, Too; Pretty Pigs; No Lipstick for Africa; Where Is the Competition?; Vicious Circles; Too Poor to Pollute; Bt Cotton Comes to China; The Worms Win; Part II: Made in China; 5 Cotton Comes to China; The Chinese Wall; Shanghai

## Number 36 Cotton Yarn Factory

The Shanghai Brightness Number 3 Garment Factory6 The Long Race to the Bottom; Inventive Brits versus Thrifty Chinamen; Help Wanted: Docile and Desperate Preferred; 7 Sisters in Time; Docility on a Leash; Sure Beats the Farm; Amazon.com and Dell Arrive at the Mill; 8 The Unwitting Conspiracy; Writing the Rules of the Race; Activists Raise the Bottom, 1780---2008; Back at Georgetown, Bored Is Good; Bad for Boy Rats; Trade: Friend or Foe of the Planet?; The China Challenge; The Race Moves On; Part III: Trouble at The Border; 9 Returning to America; Chinese T-Shirts Versus American Jobs  
A Taste of the (Crazy) Rules in 200810 Dogs Snarling Together; Auggie Goes to Washington; Making Deals and Making Exceptions; 1985 to 1990: The Seed-to-Shirt Coalition; Snarling Back; Gone On Long Enough; The Slow Unraveling; 11 Perverse Effects and Unintended Consequences of T-Shirt Trade Policy; No More Doffers; Own Worst Enemy; Friends with Benefits; Wal-Mart Backs Musharraf; Race to the Quotas; Auggie and Aristotle Versus Wal-Mart; Creative Destruction; Whither the Dinosaurs?; (Unintended) Winners; 12 45 Years of "Temporary" Protectionism End in 2009-----Now What?; The Big Bang The Big Wink and NodA Sigh of Relief; What's Next?; Friends and Enemies, 2008; Obama's Wink; Try This New Underwear; Part IV: My T-Shirt Finally Encounters A Free Market; 13 Where T-Shirts Go after the Salvation Army Bin; Meet Me in the Parking Lot; Panning for Gold in New Jersey; T-Shirts in the Afterlife; 14 How Small Entrepreneurs Clothe East Africa with Old American T-Shirts; Mitumba Nation; Two for a Penny; Panning for Gold in Tanzania; Finding Geoffrey; Too Big for Used Britches; 15 Mitumba: Friend or Foe to Africa?; Shadowy Middlemen and Economic Democracy  
Don't Look Now, but China Is Behind You

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### Sommario/riassunto

The keys to global business success, as taught by a T-shirt's journey  
The Travels of a T-Shirt in the Global Economy is a critically-acclaimed narrative that illuminates the globalization debates and reveals the key factors to success in global business. Tracing a T-shirt's life story from a Texas cotton field to a Chinese factory and back to a U.S. storefront before arriving at the used clothing market in Africa, the book uncovers the political and economic forces at work in the global economy. Along the way, this fascinating exploration addresses a wealth of compelling questions about politi

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2. Record Nr.	UNINA990005395480403321
Autore	Isetti, Giuseppe
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