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Autore	Wiley James
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (314 p.)
Collana	At table
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Soggetti	Banana trade Banana trade - Latin America Banana trade - Caribbean Area
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [255]-267) and index.
Nota di contenuto	The creation of the banana empire, 1900-1930 -- The empire challenged, 1930-74 -- The end of splendid isolation, 1974-93 -- Peasant farmer societies : commonwealth Caribbean bananas -- Belize, Suriname, and the French West Indies : on the margins of the Caribbean -- The single European market and the Western Hemisphere's Banana industries -- Neocolonialism encounters the free trade imperative -- The World Trade Organization and the banana trade -- The U.S.-EU banana war heats up -- Pursuit of an elusive goal -- Implications for the future.
Sommario/riassunto	The Banana demystifies the banana trade and its path toward globalization. It reviews interregional relationships in the industry and the changing institutional framework governing global trade and assesses the roles of such major players as the European Union and the World Trade Organization. It also analyzes the forces driving today's economy, such as the competitiveness imperative, diversification processes, and niche market strategies. Its final chapter suggests how the outcome of the recent banana war will affect bananas and trade in other commodities sectors as well.