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Nota di contenuto	Table of Contents; Acknowledgements; Preface; Part A - Introduction; Part B - Multiple Modernities - Parameters of the Discussion; Part C - Contestations of Western Modernity and Universalism; Part D - Multiple Modernities and the Prospects for a World Community; Part E - The Modernity of China; Part F - The Modernity of Europe; Part G - Approaches in Economics; Part H - Epilogue: Implications for the Business World; About the Authors; Index
Sommario/riassunto	This work explores an emerging paradigm in the social sciences, which assumes culturally specific forms of modernity. Scholars from history, sociology, area studies, and economics discuss the concept's implications.