

# The Kimchi Matters

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"This may be the first book for businesspeople that presents its case with such clarity and insight." — *HARVARD BUSINESS REVIEW*

# THE KIMCHI MATTERS

Global Business and Local Politics  
in a Crisis-Driven World

MARVIN ZONIS, DAN LEFKOVITZ, AND SAM WILKIN

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出版者:Agate B2

出版时间:2003-11-1

装帧:Paperback

isbn:9781932841046

From renowned international business expert Marvin Zonis: a penetrating analysis that cuts through the fog of polemic and misperception surrounding globalization and returns our attention to the issues that should really matter to everyone concerned about international business, economics, and politics. "Globalization is perhaps the defining international business and political story of the past two decades, so big, in fact, that many other stories were overlooked: why some countries succeed in achieving stability; why others fail; and why it matters. An ironic side-effect of globalization is that these relatively small, local stories--the budget policies of Argentina, the corruption of Indonesia, the stability of Saudi Arabia, among man, many others--matter more than ever before. They are played out in distant countries, but with the click of a mouse or the boarding of a plane their effects are transmitted around the globe. For the uninitiated, kimchi is the unofficial Korean national dish: unassuming cabbage soaked in chilis, garlic, and ginger until pungent, fiery, and blood-red in color. To be sure, kimchi has its charms; but for today, at least, it remains a very local dish. Today, almost everyone eats Big Macs (one hundred twenty-one countries at last count)!, which is unprecedented, amazing, revolutionary: in short, the "big story" of globalization. But one lesson of September 11 is that the small stories, of national politics, regional economics, and local struggles, cannot be overlooked. Everyone eats Big Macs; but the kimchi matters. This is a book about the kimchi."--From the Introduction In the Kimchi Matters, Zonis provides a useful antidote to other works that have done little more than simply explain the phenomenon of globalization and the processes that make the world more interconnected--trade, travel, technology, etc. Zonis demonstrates that nothing good will come of globalization and global business without sufficient attention paid to the unique situations in different countries.

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