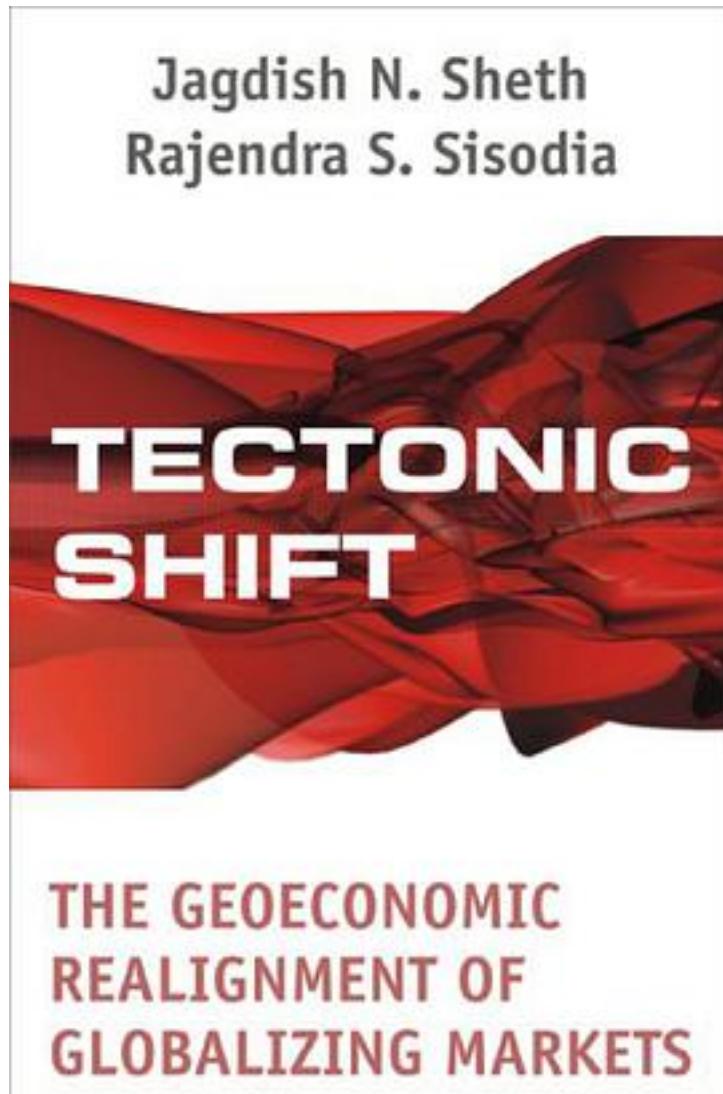


Tectonic Shift



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While the world is still coming to grips with the forces of globalization, *Tectonic Shift* investigates what the globe's economic and geopolitical future looks like and discovers the unfolding of an unprecedented realignment of economic and geographical forces. Based on extensive study and analysis, the authors of this compelling book argue that regionalization will replace globalization, characterized by extensive North-South integration between developed and developing nations. They describe how the world is evolving into three huge economic and political unions which will take shape by 2020. They predict that: - The EU will expand both eastward as well as to the south up to Southern Africa; - The Asian block, initially led by Japan and then by China, will encompass ASEAN and Australia and New Zealand and create a vast free trade area by approximately 2012; - The USA and the Latin American nations will revive the Free Trade Area of the Americas (FTAA), and will be joined by the UK; - South Asia will have its own free trade area which will eventually ally with the FTAA. This book discusses the key steps that each region will have to take to be successful, and how it can overcome the obstacles to change. Handled properly, the authors argue, this evolution will result in faster and broader economic development and diminished conflict. Jagdish N Sheth is the Charles H Kellstadt Chair of Marketing in the Goizueta Business School at Emory University, he is a world authority in the field of marketing. His insights on global competition, strategic thinking, consumer behaviour and relationship management are considered revolutionary. Rajendra S Sisodia is Professor of Marketing and the Founding Director of the Center for Marketing Technology at Bentley College, Waltham, he has been cited as one of the '50 Leading Marketing Thinkers' by the UK-based Chartered Institute of Marketing, the largest marketing association in the world.

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