



THE END OF
GLOBALIZATION

**WHY GLOBAL STRATEGY IS A MYTH
& HOW TO PROFIT FROM THE
REALITIES OF REGIONAL MARKETS**

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The End of Globalization

Why Global Strategy Is a Myth &
How to Profit from the Realities of Regional Markets

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Preface to North American Edition

The publication of *The End of Globalization* in the United States and Canada has allowed me to update several of the tables on multinational enterprises. I have also updated some facts concerning organizations and individuals in the text itself, although the basic logic and evidence of the book should remain robust even as events move on.

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