



The End of Globalization: What it Means for Business

Alan M. Rugman

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Professor Alan Rugman is one of the world's leading academics in the field of international business and strategy. In *The End of Globalization* he argues that we are currently witnessing the end of globalization and draws on new research and analysis to argue that globalization never really happened anyway. Like Bartlett and Ghoshal's *Managing Across Borders*, this book is aimed at the market of practitioners and policy-makers, (not academics and theoreticians) showing them what the current state of the global economy means for them. Global business is dominated by the 500 largest multinational enterprises (MNEs) out of a total of 30,000 MNEs altogether. The 500 MNEs that are the engines of international business 'think regional and act local'. Using analysis drawn from world-leading companies, Professor Rugman looks in detail at the managerial implications of the end of globalization, including in-depth discussion of corporate strategies, organizational structures, and analytical methods.

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