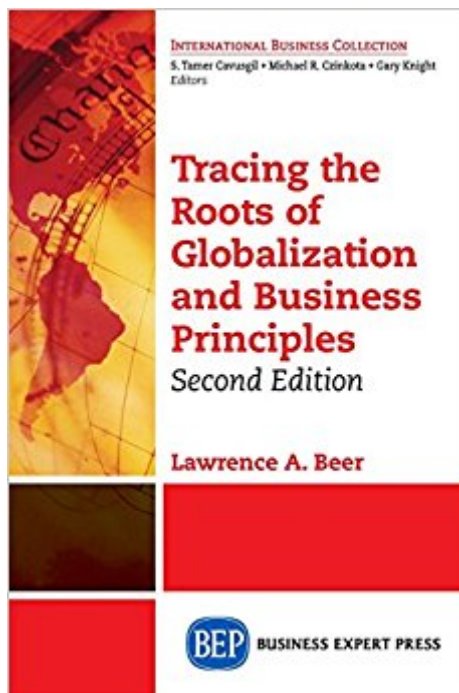




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Tracing The Roots Of Globalization And Business Principles, Second Edition



Synopsis

History is an evolving inspection with new revelations continuing to be uncovered. The globalization phenomenon has roots throughout the world. It is important for all nations and people as they join the interconnected world economy to understand and appreciate the similarities shared by all in the past, continue to exist and impact the future. We are experiencing in the words of Michael Rostovtzeff the realization that the difference between the ancient economy and modern are differences of scale, not of kind. Such common heritage is the fulcrum upon which the modern commercial dealings are based. Business principles are more universal than perhaps any other set of human standards. The exchange imperative was practiced by every society on earth and it is a shared process that continues to unite the world. Global commercial relationships, both in the past and present, influence the development of civilization. While this universal process may not have been the midwife to the birth of civilization it is most certainly, as it was in antiquity, the wet nurse to its continued growth. International managers hold a very special position in this progression and continue to be the exchange ambassadors promoting social integration across and between all groups. Global executives must be aware of historic commercial relationships as they hold the key to successfully engaging the future.

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Lawrence A. Beer, JD, is a retired senior lecturer after 12 years at the W.P. Carey School of Business, Arizona State University, teaching MBAs and undergraduates on various international business subjects. Professionally, he is an attorney and accountant with senior executive tenure as

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