

# The End Of Globalization: Why Global Strategy Is A Myth & How To Profit From The Realities Of Regional Markets

by Alan M Rugman

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explode some of the myths of globalization, we will also suggest . However, reality is sometimes considerably different from classroom theory. For example, most MNEs headquartered in North America earn the majority of their . and access other triad markets; they have regional, not global, strategies.