



Globalization

MALCOLM WATERS: London: Routledge, 1995, XII+185pp. \$ 33.76. ISBN 978-0-415-23854-0

This book is an attempt to give holistic understanding of globalisation. Malcolm Waters provides a user-friendly introduction to the main argument about the globalisation and estimates the direction in which the world is heading. The book opens with the conceptual framework for understanding the globalisation as it flows through the region of economics, politics and culture. The next six chapters are arranged in three groups of two, on economics, on politics, and on culture respectively. The first chapter of each pair covers the internationalisation periods of globalisation up to the end of third quarter of 20th Century while the second covers the accelerated phase of globalisation that succeeds it. Here it covers such topics as planetary environmentalism, the new international division of labour, global tourism and democratisation. The last chapter presents a critique to the globalisation.

In the first chapter, i.e. *A World of Difference*, the author has divided it in two parts namely *Globalisation Solvents: The Classical Theories* and *A Guiding Theorem*. In the first part, it has been argued that "a social process in which the constraints of geography on social and cultural arrangements recede and in which people become increasingly aware that they are receding is named as globalisation". It is said be contemporal with modernisation and the development of capitalism, its recent phenomena is supposed to have been associated with post industrialisation, post-modernisation or disorganisation of capitalism. In globalisation solvent theme, Saint Simon, Durkhiem, and Weber are supposed to be leading think tanks of this trend.

In the second chapter, four ideas have been discussed namely modernisation and convergence, world capitalism, transnational connections, the global village and premonitions of globalisation. In modernisation and convergence, it has been argued that industrialisation involves a primary differentiation of capitalisation and collective production from domestic production and reproduction.

In premonitions of globalisation, the theoretical proposals have summarised in this book with the headings of capitalism and its emergence,

capitalism in the form of communication and codification, capitalism as a cloaking of modernisation, modernisation as the representation of ideology, structure of nation-state, the system of international relations, attainment of national goals, inter societal linkages, electronic communication and rapid transportation.

In the third chapter, there are five sub-heads namely the *World as a One Place*, *Reflexivity and time space* distanciation, *Post Modernity and Time Space Compression*, *Risk and ecological appropriation* and the *Globalisation and Proposal*. The chapter starts with the Marshall McLuhan and Quentin Fiore quotes, i.e. now all the world is a stage. The chapter also deals with the Parsonian AGIL model to the globalisation process. It vouches for ensuring security at the international level with proper safeguard of political and social rights. It largely deals with the germinal phase, the incipient phase, the take off phase, the struggle for harmony phase, and the uncertainty phase. The idea of Anthony Giddens is clubbed in the sub-theme called Reflexivity and Space-time distanciation. The burgeoning development of International organisations during the 20th Century does not, Giddens insists, imply a loss of sovereignty for the nation-state but rather the secularisation and institutionalisation of that sovereignty. The idea of Ulrich Beck has also been taken to see ecological risk culminating to be social risk. In fact the boomerang effect puts the poor and the wealthy in the same neighbourhood. In the ecological domain it has been argued that the multiplication of risks causes the world society to contract into a community of danger.

The fourth chapter begins with the Marx's statement. It appears very true as it says that working men have no country. It somewhere shows the ongoing journey in the pursuit of better jobs. The chapter has been classified in eight issues namely world trade, the international division of labour, multinational enterprises, organisational ecumenism, floating finance, migrant labour, transnational classes and conclusion.

The fifth chapter starts with the quote of Daniel Bell that the nation state is becoming too small for the big problems of life, and too big for the small problems of life. The chapter '*Earthly powers: political globalisation*', indeed, revolves around the Bell's statement. The increasing economic and cultural connections reduce the power and effectiveness of governments at the nation-state level—they can no longer control the flow of ideas and economic items at their borders and thus their internal policy instruments become ineffective.

In sixth chapter globalisation is conceived as culturisation of social life. A globalised culture is considered chaotic rather than orderly. The protestant reformation was critical in the development of western globalising trends in

two important respects. First, Christianity had also fudged with the issue related to power of church and state. Second, medieval Christianity also maintained some significant particularisms in so far as some people were regarded as closer to God than others. Cosmopolitan is connected to secularisation theory. The irrational influence of religion on society would be tamed within an enlightened modernity. In the cultural globalisation there is also consideration of consumer sovereignty. It is also a matter related to the consumer sovereignty. It also gives rise to the consumer culture syndrome.

In the last chapter, i.e. the end of the world as we know it starts with the statement that it is small world after all. In the chapter, it has been argued that if globalisation is a process that impels the development of cultural systems above all others, then the knowledge system known as sociology cannot be immune from it. Indeed, a globalising social world must oblige sociology reflexively to examine not only its theories but its scope as community. Albrow gives the most systematic account of the development of sociology in the direction of globalisation, arguing that it has developed through five stages of territorial references. The stages are: universalism, national sociologies, internalisation, indigenisation and globalisation.

In the post globalisation reference, the question now arises as to whether the space in which we live can be rendered infinite and whether social relations can be rendered independent of corporeal location. If rule out mystical experiences of the out-of-body type and religious claims about paradise we are left with one new and interesting possibility, virtual reality.

This book has more euro American aim of demonstration. It may not be having the intellectual validity for the Third World and it also sounds to be tautological. Indeed, this book represents a true perspective for looking at the globalisation process. The journey from the economy to polity and to finally cultural is special way of looking with the inherent priority of the author where it articulates its meaning and deserves importance.

— SAKET BIHARI

Revolution in Leadership: Building Technology Competence

A. SIVATHANU PILLAI, Pentagon Press, New Delhi, 2011, pp. xii+273, Second Edition. Rs.795.00, U.S. \$ 25.0 (Hard Bound) ISBN: 978-81-8274-552-0.

The book under review is the revised edition of the book first published in 2005 as *Technology Leadership: Revolution in the Making*. It is an assimilation of the author's experiences in working with SLV-3 and launch of vehicle programmes at ISRO. The IGHPD at DRDO and participation