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BOOK REVIEWS

GEOGRAPHIES OF GLOBALIZATION: A CRITICAL INTRODUCTION

Edited by Andrew Herod, ••: Wiley-Blackwell. 2009. xv + 278 pp. ••. ISBN
978-1-4051-1091-4. 1

The strength of Andy Herod's *Geographies of Globalization* is its detail. The weakness of Andy Herod's *Geographies of Globalization* is its detail. I learnt an enormous amount from reading the book: about the Victorian telegraph, about East European trade unions under communism, about Indian calico and Lancashire textile production in the early 1800s, about the 1970s Coca Cola commercial that taught the world to sing and to buy it a bottle of Coke. But Herod does go on a bit. The nadir was the "Manufacturing Globalization" chapter that was leaden with facts and figures (Chapter 6). It was unfortunate, because that chapter, as well as other chapters that sometimes also went in for exhaustive (exhausting?) detail, made significant interpretive points. And it was not that there was a lack of theory. All of the chapters were undergirded by a larger thesis couched in terms of the rise of neoliberalism. But Herod could not seem to help himself, especially in the second half of the book, falling into encyclopaedic mode

In contrast, when he was able to resist that inclination, especially in the first half of the book, he was very good, in places even brilliant. The writing was always clear, and when Herod shunned numbered points, it could even be gripping. I appreciated very much some of the obscure historical facts of globalisation that Herod nonchalantly dropped into the text. Did you know that "globalised" did not appear in print until as late as 1959 (perhaps predictably in *The Economist*; p. 48)? Or did you know that in the 1840s, before the advent of global coordinated time rail, passengers going between Brest and Paris were subject to three time zones: Brest time as they went into the train station, Paris time in the waiting room, and "train time" on the platform (27 minutes ahead of local time) (p. 39). I am not sure whether these facts came from either Herod's own capacious retentive mind or from the prodigious amount of reading he obviously did to write this book (and based on a course of undergraduate lectures on globalisation that he has taught for the last 10 years at the University of Georgia, Athens). But I was impressed.

There is a sort-of-thesis running through the book about the rise of neoliberalism and its concomitant proclivity towards globalisation. But thankfully, Herod's invocation of neoliberalism is often ritualistic, a kind of shibboleth to which he feels bound to espouse. Not that I have anything against criticising neoliberalism. I am as happy to engage in neoliberal bashing as the next person.

1 But as Herod at least implicitly recognises, there is so much interesting to say
2 about globalisation that has nothing to do with neoliberalism.

3 The book is divided into nine chapters, including an introduction and a short
4 conclusion. There is an absence of sectional divisions, which might make the book
5 hard going for an undergraduate. The last three substantive chapters go together
6 thematically. Each of them is concerned with the history of a different kind of
7 institution that historically has propelled and become intertwined with globalisa-
8 tion: multinational corporations, global forms of governance, and international
9 labour organisations. The previous four substantive chapters are internally coher-
10 ent, but not structurally connected. Each focuses on a discrete theme: globalisa-
11 tion's discursive formation, globalisation's relation to internationalisation,
12 globalisation's geographical theorisation with respect to scale, and globalisation's
13 past as Empire.

14 The book eschews any definitive definition of globalisation. Instead, Herod
15 focuses on the detailed processes of global change, emphasising both socio-
16 material and discursive forces that bring the world together, but at the very same
17 time irredeemably cleave it. The socio-material forces are the usual suspects:
18 technological change in communications (hence all the arcane facts about laying
19 underwater cable in the Atlantic), multinational corporations, Bretton Woods, the
20 World Bank, and the WTO. Even international labour unions get into the act. But
21 for Herod, it is not just warm institutions and cold machines at work, but culture.
22 Globalisation is born in part because of a discursive means to represent it. In
23 Herod's (Chapter 2) terms, discursive resources become available to "envision a
24 global vision." They might be a map or photo of the entire earth, a novel like Jules
25 Verne's *Around the World in Eighty Days*, a Will Smith movie in which he saves
26 the world (yet again), or even an advert by Coca Cola. Predictably, perhaps, the
27 cultural gets lesser billing in Herod's book, but I was pleased that it was included
28 at all.

29 Herod is not especially interested in the debate over whether, with respect to
30 globalisation, we have been there and done that, or that it is a completely new
31 game in town. For him, this is a question that can never be fully resolved, and is
32 possibly distracting. Rather, our eyes should fix on the prize of geography. That is,
33 tracing the variegated spatial processes at work within globalisation; understand-
34 ing "how the world economy is structured spatially, how the linkages between its
35 constituent parts are unevenly made in time and space" (p. 232). Of course, this
does not mean ignoring history. Herod's book is full of the past, including a good
chapter on "Globalizing Empire." But the point is that the past lives on. "The past
is never dead. It's not even past," as Faulkner said. And you see that very clearly

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1 in Herod's book, and helping to explain why people living now in different places
2 experience the effects of globalisation so utterly differently.

3 Herod's book is presented as an undergraduate text. It has some of the accou-
4 trements of that genre like "chapter summaries," "questions for reflection" at the
5 end of each chapter, and suggestions for "further reading," including "electronic
6 sources." But there is often a pro-forma quality to these inserts, as if Herod is only
7 going through the motions. Moreover, compared with other undergraduate texts,
8 there are not the usual lavish number of illustrations and photographs (also
9 everything is in black and white), and there are neither text boxes, nor pull-out
10 extended case studies. Further, the writing is grown-up, even difficult in places
11 (although always lucid). That said, I admire very much Herod's decision not to
12 spoon-feed his audience, to treat them and his topic with a seriousness both
13 deserve. I hope that his book will be read widely by undergraduates: both they and
14 the discipline will be well served. Readers may have to struggle a bit, as I did,
15 though a few densely packed passages of numbers and facts, but it is a reminder
16 that globalisation is never easy. Herod's final sentence implies that by understand-
17 ing globalisation, we win back the world (p. 233). Reading Herod's book alone
18 might not do that, but it will help.

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28 GLOBALISING WORLDS AND NEW ECONOMIC CONFIGURATIONS

29 Edited by C Tamásy and M Taylor, ••: Ashgate. 2008. xv + 312 pp. ••. ISBN
30 978-0-7546-7377-4. 2

31
32 This collection emerges from the 2006 meetings of the International Geo-
33 graphical Union in Auckland on "The dynamics of Economic Spaces." The book
34 brings together 38 authors from the Asia-Pacific, Europe, and North America and
"appraises new economic configurations from a geographical perspective, illus-
trates how networks and value chain theories lead to a better understanding of the
globalisation phenomenon and examines impacts of these transformations 'on the
ground' " (p. 2). The volume is explicitly interdisciplinary and is also designed to

1 make a contribution both theoretically and methodologically, with a number of
2 chapters addressing issues of measurement, the use of qualitative and quantitative
3 data, and multi-method research. The book consists of 25 short chapters, including
4 a brief introductory chapter. Although not clear from either the table of contents
5 or the layout of the chapters, the structure of the book comprises seven parts
6 concerned with 1) cross-border business relations; 2) international investment
7 flows; 3) production chains; 4) the dynamics and reconfiguration of enterprise
8 clusters; 5) the dynamics of human capital resources; 6) issues of business vul-
9 nerability, competition, and persistence; and 7) the context of New Zealand “as it
10 attempts to compete from the edge of the global economy” (p. 2).

11 Part 1 on cross-border business relationships has chapters by Knutsen, Dörry,
12 and Mossig who explore, respectively, the phase-out and abolition of the multi-
13 fibre agreement and its impacts on “latecomers” to international trade, global
14 value chains (GVCs) in the tourism industry linking Germany and Jordan, and the
15 motion picture distribution networks that connect Germany and Hollywood.
16 Using a range of qualitative and quantitative data, these chapters emphasise the
17 importance of considering complex histories of regional trade regulations, the
18 balance of formality and informality in GVCs (especially where SMEs are con-
19 cerned) and the intermediary role of market makers in producing “temporary
20 clusters” (p. 44) at events like film festivals to insert independent film makers into
21 global distribution networks.

22 Part 2 of the book has three chapters, by Fløysand and Haarstad, Dimitropou-
23 lou, Burke and McCann and Murphy, which concern the financial flows that
24 underpin geographically uneven development. Using case studies of Norwegian
25 and UK foreign direct investment (FDI) and an analysis of Real Estate Investment
26 Trusts (REITs) in New Zealand, these chapters provide some fine-grained analysis
27 of the spatialities of financial flows. Contra analyses that stress the role of FDI in
28 alleviating uneven development, these analyses suggest that financial flows are
29 drawn to regions with existing channels of finance and relatively high levels of
30 investment.

31 The auto industry dominates part 3 of the book, which comprises four chapters
32 dealing with different dimensions of production chains in Poland and Korea.
33 Domański, Guzil, and Gwosdz find evidence of upgrading in the value chain to
34 argue that the Polish auto industry is increasingly departing from its peripheral
35 status, while Majek and Hayter return to an oft-explored theme, investigating
whether Japanese factories overseas (in this case Toyota’s Walbrzych factory in
Poland [opened in 2001]) conform to operating norms in Japan. Their analysis
suggests that the resulting Polish hybrid is a product of local learning and

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1 testimony to the co-existence of multiple models of productive organisation. The
2 remaining two chapters in this section advance a conceptual framework to explore
3 the shifting international division of competencies that is upgrading the Polish
4 auto industry (Winter), while Lee interrogates the distinctive legacies of the
5 Korean national production system as evident in the Ulsan motor cluster.

6 Part 4 of the book comprises three chapters that consider cluster developments.
7 This part opens with a methodological contribution by Carroll, Smith, and
8 Frizado, who use Moran's I to identify clusters of floricultural operations in Ohio,
9 Indiana, and Michigan. Calzonetti and Taylor and Bryson describe some of the
10 antecedents and changing spatial patterns that characterise the Toledo solar energy
11 cluster and metal manufacturing in the West Midlands (UK), respectively. Part 5
12 moves on to explore labour knowledge and entrepreneurship. Harrington and
13 Velluzzi seek to improve understandings of labour market intermediation (LMI)
14 by illustrating how the governance and motivation of LMIs affects their behaviour,
15 while Tamásy reconceptualises skilled migration as one element in the interna-
16 tional mobility of knowledge. Panzer's contribution returns to questions of finan-
17 cial flows with a survey of business finance relations in 292 SMEs in rural
18 Germany, and Lombard describes the spatial distribution of Governor's Oppor-
19 tunity Fund awards in Virginia, noting the discrepancy between awards and needs
20 and contrasting abilities to bid successfully for funds.

21 Part 6 comprises three chapters on business vulnerability, using examples of
22 Malaysian low-cost airlines (Abd Rahim Md Nor and Nor Ghani Md Nor), the
23 internationalisation of Norwegian professional football teams (Jakobsen,
24 Fløysand, and Gammelsoeter), and the disruptive effects of natural disasters like
25 Kobe and Katrina on commodity chains (Cidell). Again there is an emphasis on
26 the importance of local histories and geographies, and in Cidell's chapter, the
27 vulnerabilities in commodity nodes and chains stemming from the concentration
28 of economic activity and infrastructure. 3

29 Finally, part 7 comprises four chapters discussing the New Zealand context.
30 This part has a stronger policy flavour with chapters on value added in land base
31 production commodity chains (Hayward), the importance of governance tech-
32 niques, story telling, and the production of compelling political and economic
33 imaginaries—rather than direct economic management—in Auckland's economic
34 development (Wetzstein, Le Heron, and McDermott). Mansvelt and Miller use
35 Christmas catalogues to explore how “a New Zealand Christmas” is transformed
through commodity relations.

While nominally concerned throughout with different aspects of value and
commodity chains, the book is theoretically eclectic and most, though not all, of

1 the chapters do produce theoretically informed empirical analyses. The book is
2 perhaps unusual in two senses. First, it brings together a blend of chapters with
3 some significant theoretical context and ambition, together with papers seeking to
4 make more of a methodological contribution, be it through the use of particular
5 spatial autocorrelation techniques or making use of relatively new sources of, say,
6 FDI data. Second, as someone interested in geographies of money, it is unusual
7 (and very welcome) to see even 4 chapters of the 25 devoted to matters financial
8 in a book of this sort. A strong theme throughout the chapters too is the attention
9 drawn to the enduring significance of economic, political, and institutional geo-
10 graphies and histories in shaping commodity chains, and it is refreshing to see a
11 relatively wide array of sectoral and regional case studies from beyond the usual
12 suspects. Nevertheless, readers will find this a difficult book to navigate and
13 evaluate overall. It is a very busy book, comprising 25 short chapters of uneven
14 ambition and quality, with very little by way of broader contextualisation, syn-
15 thesis, or overview. I would have liked to have seen more of an introductory
16 chapter, a concluding chapter, or section summaries to draw together different
17 parts of what is a very diverse collection and to revisit the editors' aims. As it is,
18 the whole struggles to achieve more than the sum of the individual parts. As such,
19 I suspect this collection will be a book that readers might dip into now and then,
20 depending on their specific sectoral and regional interests.

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31 GEOGRAPHIES OF DEVELOPMENT IN THE 21ST CENTURY: AN INTRODUCTION TO
32 THE GLOBAL SOUTH

33 Edited by Sylvia Chant and Cathy McIlwaine, ••: Edward Elgar. 2009. 364 pp.
34 •• (hardback). ISBN 978-1-84720-965-8. •• (paperback). ISBN 978-1-84720-
966-5.

4

In their richly detailed book *Geographies of Development in the 21st Century*, Sylvia Chant and Cathy McIlwaine provide an account of development theory and

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1 practice that is well versed in recent academic and policy literature, grounded in
2 fieldwork, and attuned to the practical considerations of day-to-day life in devel-
3 oping countries. Chant and McIlwaine, both with extensive experience in field-
4 work, academic analysis, and policy consultancy, argue that “geographies of
5 development are arguably best understood through writing which emanates from
6 firsthand knowledge,” and they draw a great deal on their previous work in Latin
7 American, sub-Saharan Africa, and Southeast Asia to emphasize the intersection
8 between theory, practice, policy, and outcomes (p. 3). The authors weave a the-
9 matic analysis of several key development issues with a critique of those theo-
10 retical and policy approaches, particularly the broadly neoliberal platform
11 associated with the Washington Consensus, that prioritize economic growth
12 without due consideration of development’s social, cultural, or political dimen-
13 sions. While critique of neoliberalism’s underlying assumptions and relatively
14 dismal track record on development has become rather rote within development
15 studies, Chant and McIlwaine’s emphasis on the unevenness of progress that has
16 occurred, and the multitude of ways in which such progress has and has not been
17 measured (and in some cases, cannot be), offers a unique perspective on contem-
18 porary geographies of development.

19 Indeed, it is with respect to the question of development’s geographic coordi-
20 nates that Chant and McIlwaine make their strongest and most sustained argu-
21 ment, highlighting the spatial and social unevenness of development as process
22 and condition and marking out their object of study in both temporal and geo-
23 graphical terms. Their analysis suggests that “development” will remain an
24 elusive and contradictory, but nonetheless necessary, objective in the coming
25 century (hence the book’s title), particularly in that part of the world they define
26 as the “Global South.” Development’s definition and geography are tackled in the
27 first chapter, and the authors position their conceptualization of the “Global
28 South” against other geographic designations that are both too rigid and too
29 dependent on binary opposition (e.g., West/non-West, minority/majority, poor/
30 nonpoor). Chant and McIlwaine thus also take issue with the simple spatial
31 designate “the South,” arguing that including “the prefix ‘Global’ clarifies that this
32 is not a geographical categorisation of the world” but rather “one based on
33 economic inequalities albeit with some spatial resonance” (p. 11). Their definition
34 of development is likewise broad and encompasses meanings that denote it “as
35 a vision of the state of being of a desirable society, as a historical process, and/or
comprising deliberate improvement policies on behalf of various agencies and
governments as well as changes that ‘just happen’ ” (p. 13). Chant and McIlwaine
work through the remainder of the book to establish varieties of development and

1 emphasize the complexity of means used to measure, assess, and compare devel-
2 opment across places, periods, and discursive formations.

3 In this, the authors begin with an examination of various theoretical perspec-
4 tives on development, focusing on modernization theory, dependency theories,
5 neoliberalism, and its development policy correlate in Structural Adjustment
6 Programmes, post-developmentalism, and globalization theory (all in chapter 2).
7 They then move through a series of thematic treatments of persistent and looming
8 issues that define the development agenda and daily life in the Global
9 South—population pressures (chapter 3), urbanization and housing (chapter 4),
10 industrialization, trade, and shifting divisions of labor (chapter 5), livelihoods and
11 the informal economy (chapter 6), poverty (chapter 7), gender (chapter 8), chang-
12 ing family and household structures and dynamics (chapter 9), health, well-being,
13 and healthcare provision (chapter 10), and the structure and role of the “develop-
14 ment community,” especially government, international institutions, and NGOs
15 (chapter 11). Throughout these chapters, Chant and McIlwaine provide an
16 in-depth discussion that highlights links and disjunctures between what Gillian
17 Hart (2001) identifies as “big ‘D’ Development and little ‘d’ development.” As an
18 example of this approach, the authors return many times to the UN’s Millennium
19 Development Goals (MDGs) and their importance in catalyzing renewed advoca-
20 cy for progressive visions of development while also recognizing that those
21 goals relating to gender equality, poverty reduction and food security, and disease
22 prevention are unlikely to be met by 2015 and that the MDG process itself remains
23 rooted in a linear, economic perspective. To combat such thinking, Chant and
24 McIlwaine lace their own analysis of development with an explicit consideration
25 of two cross-cutting themes—“everyday violence,” which they define as “the
26 crime, delinquency and routine acts of violence that are now commonplace
27 throughout the Global South, especially in cities” (p. 55), and gender. Both are
28 done well in the book, and the consideration of violence in particular provides an
29 important contribution to the literature on development studies.

30 The depth and richness of detail provided is somewhat offset, however, by one
31 oversight and one structural issue. With respect to the former, there is a glaring
32 deficiency in the book’s treatment of environmental issues. A separate chapter
33 dedicated to environmental sustainability, the environmental impacts of rapid
34 industrialization and economic growth in China and India, the position of the
35 Global South and development relative to international environmental agree-
ments, and the interrelationship between environmental degradation, poverty, and
violence would be a rather more effective means of covering this important theme
than the piecemeal analysis provided. The structural issue stands out in the

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1 treatment of gender and its multifaceted relationship with development processes.
2 While Chant and McIlwaine's insistence on and deployment of gender analysis
3 are commendable, their treatment of gender presents the reader with a dilemma.
4 Although the authors make the case that considerations of gender are pivotal to
5 any consideration of population dynamics, reproductive rights, the informal
6 economy, the new international division of labor, and the so-called "feminization"
7 of labor and of poverty that accompany these, it is only in chapter 8, well after
8 these issues have been examined, that feminist theories of development and
9 gender analysis as such are sufficiently covered to ground the preceding discus-
10 sions. On page 223, for example, Chant and McIlwaine state that practical policy
11 considerations of gender within official development circles often have relied on
12 essentialist notions of gender roles, and, particularly within the Women in Devel-
13 opment perspective of the 1970s and 1980s, "sat uneasily with rising theoretical
14 emphasis on the need to understand how women's positions evolved dynamically
15 through their socially constructed relationships with men in different social,
16 economic and political arenas." This is a key point, and relates *back* to a number
17 of thematic and conceptual issues within development theory and practice already
18 covered; such discussion would prove more useful, however, if it *foregrounded* the
19 issues covered in chapters 3 through 7 instead. Indeed, a more direct exegesis of
20 feminist theory in chapter 2 alongside the discussions of neoliberalism, depen-
21 dency theory, and modernization would be quite valuable as so much of the
22 authors' argument and case study material builds from a gender analysis of
23 development. A more robust description of feminist perspectives on development
24 in relation to, say, post-developmentalism or to the capillary action of neoliberal
25 developmentalism via microfinance schemes would make the presentation of the
26 book's impressive empirical detail more cohesive.

27 In addition to wide-ranging theoretical and empirical content, Chant and McIl-
28 waine have provided readers with a number of user-friendly features designed to
29 assist readers (particularly senior undergraduate and graduate students) and
30 instructors in making this volume a centerpiece for broader discussion of devel-
31 opment geographies. Each chapter is highlighted by learning activities, and each
32 concludes with a set of learning outcomes, an annotated bibliography of further
33 readings, and a list of relevant Web sites. The inclusion of such features increas-
34 ingly appears as a must for textbooks in a crowded market, and Chant and
35 McIlwaine's contribution is well done, although two criticisms are in order. First,
although the learning outcomes are handy for students and instructors alike, they
would be more effectively positioned at the end of chapters rather than at their
outset. Second, and more importantly, the learning activities are unequally

1 distributed between the book's chapters—for example, five activities are included
2 in chapter 2, and three in chapter 11, but only one each in many of the intervening
3 chapters. More such activities drawing on the wide variety of potential research
4 and discussion topics presented in the thematic chapters would improve the
5 impact of this aspect of the book. These minor deficiencies detract little from the
6 detailed and grounded analysis Chant and McIlwaine offer, however, and the book
7 stands as an accessible work that deftly integrates a plethora of case study material
8 with insightful coverage of mainstream and alternative theoretical perspectives on
9 development at the beginning of the twenty-first century.

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