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How To Profit From The Realities Of Regional Markets  
By Alan Rugman**

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Forthcoming articles will address Europe, China and smaller countries. Here, I look at the U.S., which unlike so much of the world could function successfully as a

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INTRODUCTION Alan Rugman in his book In The End of Globalization: Why Global Strategy is a Myth & How to Profit from the Realities of Regional Markets.

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<http://en.wikipedia.org/wiki/Globalization>

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the age of competing nation-states is coming to an end. Globalization: Why Global Strategy is a Myth and How to Profit from the Realities of Regional Markets.

<http://thebreakthrough.org/index.php/journal/past-issues/issue-1/against-cosmopolitanism/>

presence in several countries and markets (Rugman and Rugman, 2001; A.M. Rugman; The End of Why Global Strategy is a Myth & How to Profit from the

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