

INDEX

Preface, <i>Anna Maria Fellegara</i>	IX
I. <i>An Introduction</i>	3
1. Globalization: A Literature Review	4
1.1. Theories of Globalization	4
1.2. Nature of Globalization and its Studies	11
1.2.1. Are Global and Globalization Studies a New Field of Study?	11
1.3. Globalization Today	14
1.4. Multinational Corporations [MNCs]	16
1.4.1. History and Definition of MNCs	16
1.4.2. What is an MNC?	17
II. <i>Globalization and MNCs Importance</i>	19
1. Globalization Impact on Developing Countries and MNCs	19
1.1. Opening Up Financial Markets to Foreigners	20
1.2. Opening Up Domestic Markets to Foreign Goods	21
1.3. Focusing Domestic Markets on International Trade	21
1.4. Trade Globalization Benefits	22
2. MNCs Impact on Host Countries in the Developing World	24
2.1. Possible Positive Effects	25
2.2. Possible Negative Effects	28
III. <i>Research Methodology and Design</i>	33
1. Research Models	34
1.1. Digression: Sustainable Development in Globalizing World	34
1.2. Strengths, Weaknesses, Opportunities and Threats [SWOT]	38
1.3. Porter's Five Forces	39
1.4. Value Chain and National Diamond	40
IV. <i>The Case of Walmart</i>	45
1. How It All Began?	45

1.1. The Founder of Walmart	45
1.2. Walmart History	45
1.3. Walmart Museum	48
1.4. Walmart Logo Timeline	48
2. Strategic Issues of Walmart	50
2.1. Sam's 10 Rules for Building a Business	50
2.2. Business Formats	51
2.3. The Structure and the Management of the Company	54
2.4. Corporate Social Responsibility	56
3. The Case of Walmart in Mexico	57
4. Why Walmart?	62
5. Walmart in Mexico Case Analysis	63
5.1. SWOT Analysis	63
5.2. Business Environment and National Diamond Analysis	72
5.3. Does Walmart Bring Good or Bad?	79
6. Lesson Learnt in 15 points	82
7. Conclusion	84
Appendix. <i>Timeline of Walmart Recognitions and Awards</i>	87
Bibliography	95