

# Contents

<i>List of Figures</i>	ix
<i>List of Tables</i>	x
<i>Abbreviations</i>	xi
<i>Contributors</i>	xiii

Introduction	1
<i>Gary G. Hamilton and Misha Petrovic</i>	

## **Part One: The Market Makers: A General Perspective**

1. Retailers as Market Makers	31
<i>Misha Petrovic and Gary G. Hamilton</i>	
2. Technology and Public Policy: The Preconditions for the Retail Revolution	50
<i>Frederick H. Abernathy and Anthony P. Volpe</i>	

## **Part Two: Making Consumer Markets**

3. US Retailing and its Global Diffusion	79
<i>Misha Petrovic</i>	
4. Globalization of European Retailing	117
<i>Michael Wortmann</i>	
5. Amazon and eBay: Online Retailers as Market Makers	155
<i>Suresh Kotha and Sandip Basu</i>	

## **Part Three: Making Supplier Markets**

6. The Asian Miracle and the Rise of Demand-Responsive Economies	181
<i>Gary G. Hamilton and Cheng-shu Kao</i>	
7. Global Logistics, Global Labor	211
<i>Edna Bonacich and Gary G. Hamilton</i>	

## Contents

---

8. Making the Global Supply Base	231
<i>Timothy Sturgeon, John Humphrey, and Gary Gereffi</i>	
9. Transnational Contractors in East Asia	255
<i>Richard P. Appelbaum</i>	
 <b>Part Four: Industries and Market Making</b>	
10. The Global Spread of Modern Food Retailing	271
<i>Benjamin Senauer and Thomas Reardon</i>	
11. Market Making in the Personal Computer Industry	291
<i>Jason Dedrick and Kenneth L. Kraemer</i>	
 Notes	 311
References	326
Index	351