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THE NEW INDUSTRIAL REVOLUTION: CONSUMERS, GLOBALIZATION AND THE END OF MASS PRODUCTION



Yale University Press. Paperback. Book Condition: new. BRAND NEW, The New Industrial Revolution: Consumers, Globalization and the End of Mass Production, Peter Marsh, The rapid emergence of China and India as prime locations for low-cost manufacturing has led some analysts to conclude that manufacturers in the "old economies" - the U.S., U.K., Germany, and Japan - are being edged out of a profitable future. But if countries that have historically been at the forefront of events in manufacturing can adapt...

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- Authored by Peter Marsh
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