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Bruce Mazlish & Ralph Buultjens, eds.,
*Conceptualizing Global History*

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This collection of works on globalization is worthwhile to revisit, or to ponder for the first time, if you are unfamiliar with it. Its essays reveal that the philosophical problems of globalization have been for twenty years a focus of the international scientific community, since global history is the only source for justifying the correctness of any scientific sociological theories. But global history requires a conceptualization, a formulation of its general ideas and concepts.

The contents of the book are as follows:

An Introduction to Global History, Bruce Mazlish

Part One: The Theory of Global History
1 The Rounding of the Earth: Ecology and Global History, Neva R. Goodwin
2 Global History: Historiographical Feasibility and Environmental Reality, Wolf Schafer
3 Global History and the Third World, Ralph Buultjens
4 From Universal History to Global History, Manfred Kossok
5 Global History in a Postmodernist Era? Bruce Mazlish

Part Two: Applied Global History
6 Migration and Its Enemies, Wang Gungwu
7 A Globalizing Economy: Some Implications and Consequences, Richard J. Barnet and John Cavanagh
8 Human Rights as Global Imperative, Louis Menand III
9 The Globalization of Music: Expanding Spheres of Influence, John Joyce

Part Three: An Overview
10 On the Prospect of Global History, Raymond Grew

Let us consider briefly the contents of the collection. In the introduction to the collection editor Bruce Mazlish describes the time since 1993 as "the era of globalization." But he also writes that, as sociologists and historians know, there is nothing absolutely new. Well before 1993, scientists had identified industrial processes as global and gave them the definition of "industrial revolution." Travel around the globe had created a vision of the world as a "whole." Time zones for the globe were established in the nineteenth century. Already at that time it was possible to identify the early signs of a global era. However, new factors like international migration, ideas of universal human rights, the expansion of the transnational corporations, and environmental problems created by the scientific and technological revolution, have increased the intensity of the processes of globalization.
Raymond Grew and Neva R. Goodwin consider questions of method. Should Global History be mainly descriptive or analytical? Answer: it is necessary to describe the experience of globalization, and the structures and processes must be obtained by analysis. If the states are no longer the object of historical study, who are now the principal actors of global history? Answer: international movements and transnational corporations.

Wolf Schafer considers the historiographical possibility and reality of the “environment.” Ralph Buultjens, Manfred Kossok and Bruce Mazlish considered theoretical issues in connecting Global History with Third World History, Universal History and Postmodern History. All of these sections of history are intertwined with Global History. National histories will continue, and the boundaries of histories are difficult to establish, and will affect the development of the structures and processes of global history.

In the section on Applied Global History, Wang Gungwu addresses international migration; Richard J. Barnet and John Cavanagh examine issues of economic globalization; Louis Menand III explores human rights, and John Joyce considers the globalization of culture.

But the main problems are, so to say, philosophical. In Russia and in Britain, N.Y. Danilevsky and Arnold Joseph Toynbee had already created their own concepts of the philosophy of history. Bruce Mazlish writes that in the United States, Marshall McLuhan felt intuitively what happens when he wrote, misleadingly, about the "global village."

New problem-areas for global history have emerged: the growth of cities in a globalizing society; science as a universal force; religion in the same perspective; gender issues; problems of communication and media; problems of globalism and localism.

The book under review prefigured extensive research that has since been carried out worldwide on the problems of globalization. For example, in 2003, Raduga Publishers, Moscow, produced a *Global Studies Encyclopedia*, edited by Alexander N. Chumakov, Ivan I. Mazour and William C. Gay. This book provides brief expositions of the central concepts in the field of Global Studies. Former President of the Soviet Union Mikhail Gorbachev says, “The book is intelligent, rich in content and, I believe, necessary in our complex, turbulent, and fragile world.” Three hundred authors from 50 countries contributed 450 entries.

The contributors include scholars, researchers, and professionals in social, natural, and technological sciences. They cover globalization problems within ecology, business, economics, politics, culture, and law. This interdisciplinary collection provides a basis for understanding the concepts and methods within global studies and for accessing lengthier and more technical research in the field. The articles treat such important topics as biosphere, ozone depletion, land resources, pollution, world health challenges, education, global modeling, sustainable development, war, weapons of mass destruction, and terrorism. The book also promotes academic cooperation, political dialogue, and mutual understanding.
across diverse traditions and national identities that are needed to engage successfully the many daunting challenges of globalization.