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## **Global Dreams, by Barnet and Cavanagh**

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legal aspect while N. Madale tackles the Autonomous Region for Muslims in Mindanao and concludes that "the government needs to utilize the options and beliefs of the Muslim population in formulating and implementing future policies for Muslim Mindanao." N. Mastura opens for us the debates which took place during the Aquino regime. Thus, this book can help us understand the problems in the Southern Philippines, made more significant by the fact that the peace talks are going on.

These articles also open up so many questions which could inspire students and researchers into deeper analyses of the situation at hand.

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**Global Dreams: Imperial Corporations and New World Order.** By Richard Barnet and John Cavanagh. New York: Simon and Schuster, 1994. 431 pages, notes and bibliography.

*Global Dreams* is a long-awaited sequel to Richard Barnet's and Ronald Muller's *Global Reach*, one of the seminal works on the ascendance of the multinational corporation, published in 1974. Twenty years have since seen Barnet's and Muller's vision validated, as multinationals (or transnationals as many prefer) continue to spearhead the growth and consolidation of world capital at the expense of the nation-state and other institutions of public life and culture. Like *Global Reach*, *Global Dreams* provides in well-written prose a trove of new facts and data on the operations and style of the world's business titans and their CEOs, much of it from the standpoint of the changes in the agencies of communication and culture. Barnet's co-writer, John Cavanagh, a fellow at the Institute for Policy Studies, is a widely published author on transnational industries, and this latest collaboration is an intelligent and accessible study that is certain to attract a large campus following as *Global Reach* did earlier.

The book is organized into four sections plus a lengthy introduction that describes the foundations of global (what they call "imperial") corporations and the formation of world cultural industries. The United States remains the dominant and hegemonic player (though considerably more integrated with the capital of other countries) in the dissemination of fast-paced consumption goods and lifestyles through the global infrastructure of film, video, television, advertising, and other commercial and standard-setting icons that induce taste and desire. Barnet and Cavanagh carried out extensive research on and interviews with leaders of Sony, Bertelsmann, Philip Morris, Ford Motors, and Citicorp, among other transnational corporations.

Part One deals with the creation of world cultural and commodity industries, focusing largely on the empire-building efforts of Akio Morita of

Sony, Carl Bertelsmann of the Bertelsmann media conglomerate, the transnational music industry and the broader convergence of capital, entertainment and local cultures that suggest to people what they should eat, drink, smoke and wear.

Part Two discusses the marketing of global commodities, especially tobacco and the tobacco industries' takeover of major food industries. The authors describe the operations of Philip Morris and the marketing of their most famous brand, Marlboro. In the late 1980s, Philip Morris took over General Foods and Kraft Foods, making it the world's largest processor and distributor of food products, its main competitors being RJR Nabisco, another smokey food conglomerate, and Nestlé, the company made infamous by its deadly infant formula marketing tactics in the Third World and the legal battle to stop it. This section documents other pretentious claims of the food industry and the fads that have been promoted that help make Americans the most overfed and chemical-saturated people in the world.

In Third World countries, millions of children suffering malnutrition are weaned on TV and print commercials for chips, dips, Coke and Pepsi, and other assorted junk, often importing the staple grains and beans they used to grow themselves at high prices. Meanwhile, the processed-food manufacturers fatten up on the profits. Barnet and Cavanagh take the reader through the corridors of transnational deal-making, the revolving doors of corporate America, and the interiors of the Washington beltway that manage the global consumption industries.

Part Three discusses the Fordist and post-Fordist methods of production by which the global assembly line is being reorganized. In these chapters as elsewhere in the book, a mass of data describing the system they call the Global Workplace puts into political economic perspective how communication and culture relate to capitalist market structures. Communication goods and services are imbedded with consequences for labor, i.e., specific conditions of work that are often extremely oppressive. These form part of the real cost of production, even though the workers, usually referred to as "labor costs," are rarely acknowledged in human terms. Automobiles, computers, and clothing bear the labels of identity ("made in America") that bear little resemblance to the realities of their production, as global corporations continue to break up the division of labor into international segments that exploit technologically, politically and economically the most opportune circumstances available to their use, often with devastating impacts on the physical environment as well.

Barnet and Cavanagh describe the new technological bases of manufacturing in the industrialized and less-industrialized countries, and show the patterns of economic concentration, on the one hand, and the breakdown of labor organization, employment opportunities and work conditions on the other. In the United States, this has led to social deterioration associated with

prolonged unemployment, alienation, poverty, family breakup, early death, racial discrimination, suicide, homicide, mental disorders and incarceration.

In the Third World, there are already some 700 million unemployed which, together with poverty, feeds a swelling pattern of brain drain from the poor countries and increasing competition for the scarce better-paid jobs in the industrialized countries. The mobility of capital monopolizes patents (some 80 percent in the Third World), drives down wages and disaggregates labor, particularly where smaller batch-type and just-in-time techniques are put in place. Transnationals like Nike can produce running shoes in Indonesia at wages that allow them to sell in the U.S. and Europe for thirteen to twenty-four times the cost of production. In some cases (Sears and Levi Strauss), they even make use of prison labor. Women are especially targeted for the transnational work force in Third World countries and suffer not only the usual indignities of cheap labor but also the added abuses of sexual intimidation and harassment that force from them extra long hours and other conditions of near servitude.

Moreover, the information structure allows other forms of labor and resource exploitation for the centers of capital. College-educated workers in the United States can be reduced to minimum-wage checkout counter employees because of centralized and computerized accounting systems that support chain-store restaurants and supermarkets instead of higher-wage manufacturing jobs that have been relocated in low-wage countries. Many telephone operators for Washington, D.C., are actually located in West Virginia, and data punching for American insurance companies is often done in the Caribbean or South Asia. The "information revolution" that held out the fantasy of an easier life for most people has merely intensified the pace of production and perfected market information and opportunities for the few in a position to exploit them.

In Part Four, Barnett and Cavanagh study the ties that bind industrial to finance capital, and the relationship that sets the pattern for the transnational domination of Third World economies, forces social austerity on host governments, and creates debt dependency. Communications facilitates the international flow of currencies and financial investments, thereby consolidating the weight of transnational banks (the heaviest users of data information) in the world economy. Computers process credit-card statements by the billions every year and together with ATMs scan the flow of private money from transaction to transaction. Citicorp and other transnational finance houses bankroll the operations of Rupert Murdoch and other media tycoons. SWIFT and CHIPS are acronyms for banking cartels using mainframe computers for managing global finance and investment. Information flashed on a computer terminal scan, in a few seconds, mean billions in money gained or lost.

All of this impressive infrastructure of communications, production and services does not alleviate unemployment and protect peoples from the rav-

ages of poverty. The protection of the welfare state system is coming apart, and the past benefits of secure jobs and dignified work lives in those countries that enjoyed them are giving way to cost-cutting by corporations and the weakening of the nation-state.

Barnet and Cavanagh also point out, though not with much detail, that communities are taking advantage of rising global consciousness to shape their own creative responses to the negative impacts of the world economy. *Global Dreams* is not about solutions, but it is an extremely useful text in understanding the integrated patterns of corporate industrial and service economies that link the modern entities and instruments of communication and cultural diffusion in the shaping of contexts for today's world.

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**Guerilla Memoirs.** Dominador I. Ilio. Quezon City. No Publisher. 1993.

Dominador I. Ilio, a native of Malinao, Aklan, is a product of the public schools, the University of the Philippines, and the University of Iowa. He finished his civil and geodetic engineering degrees at U.P. and his M.S. in hydraulics in Iowa City on a U.P. fellowship. While at the State University of Iowa, he was allowed to attend the poetry workshop classes of the poet Paul Engle. Connected with the U.P. College of Engineering as a student assistant, faculty member, secretary of the College and Chairman of the department of engineering sciences, he also held a professorial chair in hydraulic engineering. He has been executive secretary of the U.P. Alumni Engineers since 1954.

Writing as a diversion in College, he was published in metropolitan magazines, was elected member of the U.P. Writers Club, and became literary editor of the *Philippine Collegian*. Writing both poetry and short stories, his collection, *The Diplomat and Other Poems* was published in 1955, while *Collected Poems* was published in 1989. *State of War* (a novel) was published in 1958. His other books include *America Recollected*, *Madia-as: Tales and Legends*, and *Hilarion Ilio and Family*.

*Guerilla Memoirs* is an expanded version of *State of War*, consisting of eighteen short stories that were awarded honorable mention in the novel category of the University of the Philippines Literary Contest in 1958. Several short stories, poems and vignettes have been interspersed among the eighteen stories to tighten up the thread of the novel. Most of the events, characters and incidents in the novel had actual counterparts in the activities of the Panay guerrillas, particularly in the Aklan sector where the author was an officer. The situations and dialogues, however, are entirely fictional. The volume is a well-written combination of historical memories and literary reflections.