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La clase capitalista transnacional y el discurso de la globalización

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Abstract

Transnational corporations, the transnational capitalist class and the culture-ideology of consumerism are the three building blocks of what is termed global system theory, an attempt to conceptualize capitalist globalization. Here, the focus is on the transnational capitalist class and its four fractions, namely owners and controllers of TNCs and their local affiliates; globalizing bureaucrats and politicians; globalizing professionals; and consumerist elites (merchants and media). The purpose of the paper is to explain how combinations of these fractions of the transnational capitalist class have used the discourses of national competitiveness and sustainable development to further the interests of global capital. Globalization, therefore, is explained not as a Western but as a globalizing capitalist ideology.

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