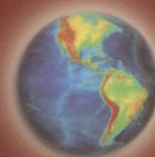


ABOUT THE COVER PHOTO



The world is full of unexpected, sometimes humorous connections between cultures. The mischievous young man depicted in the cover photograph is a novice Buddhist monk at a summer school in Kanchanaburi, Thailand. Parents send children there for a few weeks in thanks for a cured childhood illness or to help a child better understand how to live a good life. The photographer, Jeremy Horner, comments that he serendipitously happened across a group of 40 youngsters clowning around with bubble gum while they waited for their midday meal.

Although people have been chewing gummy substances for thousands of years, bubble gum was invented in the United States in 1928. The dispersal of bubble gum throughout the world since then demonstrates the power of globalization—a major force for cultural, economic, and environmental change discussed throughout this book.



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