



Guten Tag, Y'All: Globalization and the South Carolina Piedmont, 1950-2000 (Politics and Culture in the Twentieth-Century South)

Marko Maunula

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Nicknamed "Euroville," Spartanburg, South Carolina, is a home away from home for BMW, Michelin, Ciba-Geigy, and numerous other European corporations. Enriching our understanding of what globalization means to millions of small-town, blue-collar Americans, *Guten Tag, Y'all* looks at Spartanburg as a model of how determined communities can shape and influence globalization to their benefit—and liking.

"South Carolinians in general and Spartans in particular do not believe in revolutions or quick fixes of any sort," writes Marko Maunula. Portraying Spartanburg to be a highly organized, hierarchical community, Maunula shows how it retained much of its preexisting culture and many of its institutions as it transformed itself from a mill town to a global business headquarters. As Maunula discusses such topics as global currency flows, cold war politics, federal trade policies, technological advances, and the decline of the American textile industry, he profiles industrialist Roger Milliken, civic booster Richard E. (Dick) Tukey, and others who successfully "sold" their vision for Spartanburg both abroad and on the home front. Maunula also analyzes the complex cultural give-and-take by which multinational corporations are transformed from alien, nationally identifiable foreign business units into localized conglomerates. *Guten Tag, Y'all* is a multifaceted, engaging case study of international economic survival and success at the local level.

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