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## All Business Is Local Why

Marketing experts John Quelch and Katherine Jocz believe that huge opportunities are on offer to marketers and business leaders if they stay focussed on the power of locality. In All Business Is Local, they propose a radically different way of looking at marketing. As society becomes increasingly globalized and obsessed with the virtual world, businesses can easily forget that 'place' is more relevant than ever, and that it remains a major factor in the way we organize our lives.

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As the title says, all business is local. Perhaps Quelch and Jocz are responding to a global-only business ideology that I am unaware of, but I thought the thesis was sort of a well-kno

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Responding to World is Flat Friedmanites and other idealogues of the globalized world economy, author John Quelch says "Actually, business is still very much local" (my paraphrase).

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