

technological advances making possible the fragmentation of the production process. Under such a 'delocalized' model of the organization of production, the 'nationality' of a transnational corporation increasingly becomes a less salient point, for the advantages which may come to the 'home' country may be limited to a few jobs in the administrative head office. Through these new investment strategies, transnational spaces have been defined (which are less likely to coincide with national borders), and to the extent that delocalization has become a key motivation for international investment, these strategies have limited the capacity of any individual country to satisfy the investment requirements of transnational firms. Pressures are thereby created for the broadening of national markets, and for their more complete integration into larger (whether regional or international) trading blocs. Investment patterns in fact suggest the emergence of a 'triad' of investment concentration along the lines of regional 'blocs' -- North America, Europe, and Asia.⁹

While the internationalization of production is certainly not a new phenomenon in either political, business, or academic spheres, the extent to which it has become a widespread response of transnational firms has led to other manifestations of economic globalization. Most importantly, the globalization of production has led to the internationalization of service industries, a process which brings with it pressures to liberalize markets, as well as to incorporate services into new regional and international trading arrangements.¹⁰ The growth of service industries (running the gamut from banking to finance, to telecommunications, to entertainment, marketing, and education), and their strategic use by increasingly globalized transnational corporations marks one of the most significant features of the ongoing global economic restructuring. Nearly 70% of the U.S. GDP and three-quarters of its employment are in services, as is the case in most industrialized countries,¹¹ and services are today responsible for 90 to 95% of the new jobs created in those countries. Estimates of the significance of trade