

Global Rebalancing: Crisis and the East-South Turn

Jan Nederveen Pieterse

First published: 07 March 2011

<https://doi.org/10.1111/j.1467-7660.2010.01686.x>

✉ Earlier versions of this paper have been presented at the Institute of Social Studies, The Hague, Maastricht University, the Transnational Institute, Amsterdam, Pusan National University, Shanghai University and Xiamen University in the period May–July 2010. I am indebted to responses, to Andrew Lee and Jeb Sprague for references and to the comments of referees of *Development and Change*.



ABSTRACT

This article argues that the rise of emerging societies is a major turn in globalization and holds significant emancipatory potential. North–South relations have been dominant for 200 years and now an East–South turn is taking shape. The 2008 economic crisis is part of a global rebalancing process. Ongoing developments can be read in two ways: towards recalibrating the old order, or towards the emergence of new logics, which can be simplified as a tale of two scripts. One is global plutocracy with Anglo-American capitalism and financial markets in the West back in the lead and emerging markets joining the club. An instrument for achieving this is the hegemonic ideology of ‘global rebalancing’. On the other end of the continuum is the script of emancipatory multipolarity, considering that countries representing the majority of the world population have joined the global head table. This essay discusses global rebalancing, global plutocracy and emancipatory multipolarity, before taking on the conceptual question of capitalism or capitalisms. Ultimately, the author concludes that developments are layered and that elements of both scripts are combining.

REFERENCES

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

Altman, Roger C. (2009) 'The Great Crash, 2008: A Geopolitical Setback for the West', *Foreign Affairs* 88(1): 2-14.

[Web of Science®](#) | [Google Scholar](#)

Amin, Samir (1997) *Capitalism in the Age of Globalization*. London : Zed.

[Google Scholar](#)

Amsden, A.H. (2001) *The Rise of 'The Rest': Challenges to the West from Late-industrializing Economies*. New York : Oxford University Press.

[Google Scholar](#)

Arrighi, Giovanni (2007) *Adam Smith in Beijing*. London : Verso.

[Google Scholar](#)

Bagnai, A. (2009) 'The Role of China in Global External Imbalances: Some Further Evidence', *China Economic Review* 20(3): 508-26.

[Web of Science®](#) | [Google Scholar](#)

Baker, Dean (2009) *Plunder and Blunder: The Rise and Fall of the Bubble Economy*. Sausalito , CA : PoliPoint.

[Google Scholar](#)

Dore, R.P. (2000) *Stock Market Capitalism/Welfare Capitalism: Japan and Germany versus the Anglo-Saxons*. Oxford : Oxford University Press.

[Google Scholar](#)

Easterbrook, Gregg (2009) *Sonic Boom: Globalization at Mach Speed*. New York : Random House.

[Google Scholar](#)

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

[Google Scholar](#) 

Florida, Richard (2008) *Who's your City?* New York : Basic Books.

[Google Scholar](#) 

Friedman, E. (ed.) (1982) *Ascent and Decline in the World-system*. London : Sage.

[Google Scholar](#) 

Friedman, Thomas L. (2005) *The World is Flat*. New York : Farrar Straus and Giroux.

[Google Scholar](#) 

G20 (2009) *G20 Pittsburgh Meeting 2009*. London : Newsdesk Publications.

[Google Scholar](#) 

Gong, Min (2010) ' Globalization and China-US Economic Relations. Paper presented at 3rd Global Studies Conference, Pusan National University, Busan , South Korea (21-23 June).

[Google Scholar](#) 

Griffin, K. and T. McKinley (1994) *Implementing a Human Development Strategy*. London : Macmillan.

[Google Scholar](#) 

Hall, P.A. and D. Soskice (eds) (2001) *Varieties of Capitalism: The Institutional Foundations of Comparative Advantage*. Oxford : Oxford University Press.

[Google Scholar](#) 

Haq, M. ul (1995) *Reflections on Human Development*. New York : Oxford University Press.

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)

[Google Scholar](#) 

Kaplinsky, R. and D. Messner (2008) 'Introduction: The Impact of Asian Drivers on the Developing World', *World Development* 36(2): 197–209.

[Web of Science®](#)  | [Google Scholar](#) 

Kay, Cristóbal (2009) 'Development Strategies and Rural Development: Exploring Synergies, Eradicating Poverty', *Journal of Peasant Studies* 36(1): 103–37.

[Web of Science®](#)  | [Google Scholar](#) 

Korea Herald (ed.) (2008) *Korean Wave*. Paju : Jimoondang.

[Google Scholar](#) 

Li, Peilin (2010) ' China's New Development Stage after the Crisis. Paper presented at 3rd Global Studies Conference, Pusan National University, Busan , South Korea (21–23 June).

[Google Scholar](#) 

MacLennan, Carol A. (1997) ' Democracy under the Influence: Cost–benefit Analysis in the United States', in James G. Carrier (ed.) *Meanings of the Market: The Free Market in Western Culture*, pp. 195–224. Oxford : Berg.

[Google Scholar](#) 

Magnus, George (2010) *Uprising: Will Emerging Markets Shape or Shake the World Economy?* New York : Wiley.

[Google Scholar](#) 

Mahbubani, Kishore (2009) *The New Asian Hemisphere: The Irresistible Shift of Global Power to the East*. Reading , MA : Perseus.

[Google Scholar](#) 

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

Mohanty, Manoranjan (2009) ' China and India: Competing Hegemonies or Civilisational Forces of Swaraj and Jiefang'. Siler Forum Lecture (unpublished).

[Google Scholar](#) 

Morris, Charles R. (2008) *The Two Trillion Dollar Meltdown*. New York : Public Affairs.

[Google Scholar](#) 

National Intelligence Council (2008) *Global Trends 2025*. Washington , DC : National Intelligence Council.

[Google Scholar](#) 

Nederveen Pieterse, J. (2004) *Globalization or Empire?* New York : Routledge.

[Google Scholar](#) 

Nederveen Pieterse, J. (2006) ' Oriental Globalization: Past and Present', in Gerard Delanty (ed.) *Europe and Asia Beyond East and West: Towards a New Cosmopolitanism*, pp. 61–73. London : Routledge.

[Google Scholar](#) 

Nederveen Pieterse, J. (2007) *Ethnicities and Global Multiculture: Pants for an Octopus*. Lanham , MD : Rowman & Littlefield.

[Web of Science®](#)  | [Google Scholar](#) 

Nederveen Pieterse, J. (2008a) 'Globalization the Next Round: Sociological Perspectives', *Futures* 40(8): 707–20.

[Web of Science®](#)  | [Google Scholar](#) 

Nederveen Pieterse, J. (2008b) *Is there Hope for Uncle Sam? Beyond the American Bubble*. London : Zed.

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

[Google Scholar](#) 

Nederveen Pieterse, J. (2010a) 'Views from Dubai: Oriental Globalization Revisited', *Encounters 2*: 15–38.

[Google Scholar](#) 

Nederveen Pieterse, J. (2010b) *Development Theory: Deconstructions/Reconstructions*. London : Sage (2nd edn).

[Google Scholar](#) 

Nederveen Pieterse, J. and Boike Rehbein (eds) (2009) *Globalization and Emerging Societies: Development and Inequality*. London : Palgrave Macmillan.

[Google Scholar](#) 

Okimoto, D.I. (2009) 'The Financial Crisis and America's Capital Dependency on Japan and China', *Asia-Pacific Review 16*(1): 37–55.

[Google Scholar](#) 

Ong, Aihwa (2006) *Neoliberalism as Exception: Mutations in Sovereignty and Citizenship*. Durham , NC : Duke University Press.


[Google Scholar](#) 

Petras, James (2009) *Global Depression and Regional Wars*. Atlanta , GA : Clarity Press.

[Google Scholar](#) 

Phillips, Kevin (2009) *Bad Money: Reckless Finance, Failed Politics and the Global Crisis of American Capitalism*. New York : Penguin (rev. edn).

[Google Scholar](#) 

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#) 

Manage Preferences

Accept All

Reject Non-Essential

Rothkopf, David (2008) *Superclass: The Global Power Elite and the World They Are Making*. New York : Farrar Strauss and Giroux.

[Google Scholar](#) 

Roubini, Nouriel (2006) 'The Unsustainability of the US Twin Deficits', *CATO Journal* 26(2): 343–56.

[Google Scholar](#) 

Saxenian, Annalee (2006) *The New Argonauts: Regional Advantage in a Global Economy*. Cambridge , MA : Harvard University Press.

[Google Scholar](#) 

Simpfendorfer, Ben (2009) *The New Silk Road*. London : Palgrave Macmillan.

[Google Scholar](#) 

Sirkin, H.L., J.W. Hemerling and A.K. Bhattacharya (2008) *Globality: Competing with Everyone from Everywhere for Everything*. New York : Business Plus.

[Google Scholar](#) 

Sklair, L. (2001) *The Transnational Capitalist Class*. Oxford : Blackwell.

[Web of Science®](#)  | [Google Scholar](#) 

Stiglitz, Joseph E. (2006) *Making Globalization Work*. New York : Norton.

[Google Scholar](#) 

Stiglitz, Joseph E. (2010) *Freefall: America, Free Markets and the Sinking of the World Economy*. New York : Norton.

[Google Scholar](#) 

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

[Google Scholar](#) 

Taibbi, Matt (2010) *Griftopia: Bubble Machines, Vampire Squids, and the Long Con that Is Breaking America*. New York : Random House.

[Google Scholar](#) 

Teivanen, Teivo (2002) *Enter Economism, Exit Politics: Experts, Economic Policy and the Damage to Democracy*. London : Zed Books.

[Google Scholar](#) 

Teslik, Lee H. (2009) ' Sovereign Wealth Funds'. New York and Washington, DC: Council on Foreign Relations. http://www.cfr.org/publication/15251/sovereign_wealth_funds.html

[Google Scholar](#) 

Thompson, Mark (2010) ' The Dialectic of "Good Governance" and Democracy in Southeast Asia', in H-C. Lim, W. Schäfer and S-M. Hwang (eds) *New Asias: Global Futures of World Regions*, pp. 175–208. Seoul : Seoul National University Press.

[Google Scholar](#) 

Wallerstein, I.M. (1984) *The Politics of the World Economy*. Cambridge : Cambridge University Press.

[Google Scholar](#) 

Westra, Richard (ed.) (2010) *Confronting Global Neoliberalism: Third World Resistance and Development Strategies*. Atlanta , GA : Clarity Press.

[Google Scholar](#) 

Wilkinson, Richard and Kate Pickett (2009) *The Spirit Level: Why More Equal Societies Almost Always Do Better*. London : Allen Lane.

[Google Scholar](#) 

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

Manage Preferences

Accept All

Reject Non-Essential

Zoellick, Robert B. (2010) 'The End of the Third World? Modernizing Multilateralism for a Multipolar World'. Speech to Woodrow Wilson Center for International Scholars (14 April). <http://go.worldbank.org/6PU7CBEHN0>

[Google Scholar](#) 

Citing Literature 

[Download PDF](#)

ABOUT WILEY ONLINE LIBRARY

[Privacy Policy](#)

[Terms of Use](#)

[About Cookies](#)

[Manage Cookies](#)

[Accessibility](#)

[Wiley Research DE&I Statement and Publishing Policies](#)

HELP & SUPPORT

[Contact Us](#)

[Training and Support](#)

[DMCA & Reporting Piracy](#)

[Sitemap](#)


OPPORTUNITIES

[Subscription Agents](#)

[Advertisers & Corporate Partners](#)

CONNECT WITH WILEY

[The Wiley Network](#)

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#) 

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)

