Introduction
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Globalization's season of pomp and splendour has come to an end. Temptations of imperial supremacy are resurfacing in the politics of the great powers (the US, China and Russia), along with neo-nationalist tendencies. The idea that enlargement of global markets was supposed to have had practically only positive aspects is clashing with contrarian realities. Hope in the ability of international institutions (the UN and its agencies, the IMF, the World Bank, the G8, and others) to provide balance has had to make adjustments for their partial impotency. And yet, the new set of global problems (environmental protection, rational use of energy, the war on poverty and disease, handling of large migration flows) has launched a need for global responses which take into account of local contexts. There is work in progress on ideas of sustainability, on "glocal" horizons, on the possible virtuous meeting of identity and multinationalism. A "world government" isn't on the cards, but political coordination between the governments most sensitive to the issue of the new global balance of power could be a goal. The role of the EU could be essential.

In this framework, companies have strategic weight of the utmost importance. They are rooted in the territory, but open to international competition. They have to be flexible, as they integrate themselves into new local markets, in order to play as "insiders" and maximize their potential. They know the convenience of sustainable environmental impact and the culture of Corporate Social Responsibility (with all its consequences on human capital, creativity, rights and responsibilities, needs of a complex collection of stakeholders, etc.). We are faced with a cultural transition more interesting than ever: from the neo-colonialism of the multinationals to the calls for balanced development by responsible corporations. A new corporate culture; a new strategy on limits and equilibrium of development.