

## **AN APPLICATION OF KENICHI OHMAE’S ARTICLE, “PUTTING GLOBAL LOGIC FIRST; ECONOMICS, NOT POLITICS, DEFINES THE LANDSCAPE ON WHICH ALL ELSE MUST OPERATE,” TO THE KENYAN SCENE**

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### **ABSTRACT**

The article proposes that the “invisible hand” is behind economic activity. Kenichi sets forth to explain that customers determine what companies across the globe produce and sell in the market. Customers determine this by their purchasing decisions. This gives them control over political activity in their capacity as consumers. Kenichi uses the concept of nation state and region state to explain himself. A region state is one where borders are marked by the invisible hand of the international market for goods and services. A nation state is a type of political association where a relatively homogenous group of individuals dwell in a sovereign state. Kenichi supported the region-state as it was in line with the invisible hand of economic activity operating in a borderless world. According to Kenichi, nation states are not significant units as relates to economic activity. He supports the region state as a meaningful unit as relates to economic activity. Kenya depicts Kenichis assertions in matters related to the nation and region state. The paper highlights key aspects in the Kenyan scene that were depicted by Kenichi in his article. Thus, shedding light on consumer behavior patterns, the political environment and how they relate in the face of globalization.

**Keywords:** Nation State; Region State; Globalization; International trade.