

Application of economic theories of an object of regional study: poultry production in Tepatitlan, Mexico

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Abstract

There are several options for the implementation of community service regarding regional studies. The handiest are those from anthropology and social sciences in general, however, the economic perspective has become a good option as it offers various tools and allows the analysis of aspects that sometimes are not dedicated special interest. The aim of this paper is to describe what were the theories commonly used in regional studies and propose an economic vision as an alternative to extend the range of academic opportunities that engage in research. Social and economic sciences' tools are not new in regional studies, they are almost as old as sociology and the same with economy, and however they have specialized in different branches. What is presented below is the description of these derivations and ownership of different objects of study that makes each.

Keywords: region, work, poultry, production, technology.

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1. Introduction

We have proposed a study of poultry production in Tepatitlan which is a city that has enough people to not be considered simply as "town", but at the same time it has the characteristic of not belonging to the metropolis. Guadalajara, which is the capital city in Jalisco, the state where Tepatitlan is located has more than 4,000,000 inhabitants in its metropolitan area. Tepatitlan is located in the region of Los Altos de Jalisco and for more than half a century has been characterized as one of the main points of hen egg production in the country. To address the study, we made a review of the scientific tools that can give a clearer exposure of the results. We confess that it is essential, according to our view as economists, to take the perspective of the social sciences, geography and history, nevertheless, we will explain how we shall use as a support to economic vision endure.

2. The social perspective

For those conducting regional studies in Mexico, one of the first works to be analyzed is the proposal of Kirchhoff to divide the American continent into five parts. The regionalization was to separate areas for analysis which contained common features for ancient America. An era for example, which consisted mainly spaces inhabited by the Aztecs, Mayans and Toltecs; they were "superior growers" because they used stick (*coa*) for sowing grain, and were distinguished from the others because there weren't nomads and because they had technological advances for building pyramids and knowledge of astronomy. That region was called Mesoamerica and most of its territory were inhabited by the indigenous groups mentioned. In exceptional cases, they could coexist with lesser developed indigenous groups but it did not affect the general characterization; in all regions there could be located different ethnicities but they always represented minorities. For example, there could be "superior growers' groups in Aridoamérica (north of what is now Mexico) which was characterized by being populated by" small farmers ". A most used feature by Kirchhoff when he refers to regionalization is to conceptualize borders in constant motion. For example, the strip that at a time separated Mesoamerica and Aridoamérica could be one at a time and moved towards any cardinal point at another time because groups were the ones that constituted the cultural divisions. For example, the installation of a group of Aztecs who drove away Chichimecas during the War of Mixtón toured in more than a hundred miles the old frontier. The regions are the groups with their cultural qualities, when there is a displacement of groups, the boundaries are relocated. After Kirchhoff's proposal, which has long been discussed, in 1942 with the appearance of the National School of Anthropology and in Mexico, the "anti-indigenous" social optical began to be used. The arising current was encouraged by the aversion generated by the interpretation made by Comas as it was thought that the social sciences should promote "positive" cultural values that held the culture of the Spanish rooted in Mexico since the Conquest, and discard the "negative" values cultivated by the Indians in their daily lives. Indigenous culture was inferior to the mestizo, then the role of science was to establish what social processes should be replicated and which disappear. Other authors such as Boas, left an academic influence to claim the role of heredity in the cultural activity of peoples. Angel Palerm took a leap and suggested that one of the most important features offered by Anthropology in the study of peoples, is that analyzes and compares the relationships socially constructed so the biological influence (Boas) is discarded, the same as the indigenous vision with their values (Comas). In that sense, to date the optical analysis of social relations of a group with others has survived, this is where the importance of regional studies resides.

The Marxist view was very popular during most of the sixties to late eighties. The main focus was on the study of power relations between different oligarchies who held economic power and that this and only this, was the engine of social change. Therefore, all social analysis of the regions should go through that

perspective. The ideological superstructure is imposed vertically on all social and cultural activities in the regions, then, to know how a society develops, it is necessary to identify the technological advances that contain and who are the people who have taken over they are.

During the seventies an intellectual of the *Universidad Nacional Autónoma de México*, Pablo González Casanova, devised a way to see the development of society which had great acceptance. His stance has marked much of the intellectuals in Mexico and even when his methodological tool is not used as it was proposed, he left an important mark. Its contribution is to propose to analyze the existence of two groups vying for political power in Mexico, one conservative and dependent on the oligarchy in power, and other nationalist who seeks to change the economic and social future of the country to assign the highest underclass space in public decisions. For some authors as Andrés Fábregas, the influence of González Casanova was nourished by the ideas of Manuel Gamio (disciple of the famous anthropologist and quoted Franz Boas) who claimed that the Mexican republic was a macro-region consisted of large particularism and have considerable influence each other; among the main features that hold each, highlights, cultural, ethnic and climatic biological, and a region is the territory inhabited by a cultural population is socially homogeneous.

Erik Wolf joined innovation in terms of deepening the analysis at the municipal level that had not touched the above. He claimed that the issues identified while others differed a municipality from others, was the religious, political, ethnic and social unit. Of course there are municipalities that share characteristics with others, but the nuclear factor to Wolf, was the municipality. Aguirre Beltrán Wolfiana extends the interpretation by adding philosophical insights from evolutionary and Marxist tendencies, his proposal is academically characterized as "structural functionalist". Their contribution is the claim that social change lies in the community (regardless of whether it is indigenous or mestizo group). For example, for this author, internal factors are the independent variable and dependent on external factors; this feature optics Aguirre Beltrán runs counter to most of the views of the social sciences.

In the mid-sixties appeared a work that shook the intellectual class of Mexico and much of the Western world: "The Children of Sanchez" by Oscar Lewis. With the coming forth of this sui generis book got raised many proposals that the authors had discussed and confronted in principle account was given an unusual importance to urban studies, formerly rural, ethnic and regional the only ones that were considered of academic relevance; secondly, the importance of people recovered, now could speak singular man, previously only clusters, and finally, how to present the results since the book was known in the world as a novel, not as the culmination of an anthropological work. Precisely in this latter feature is marked a turning point because before the contribution of Lewis all the works were written in a formal and proper way of a closed academic language.

Around the time of "The Children of Sanchez" Bonfil had developed a scheme whereby all studies deigned to be descendants of the social sciences and that had to do with regional analysis, should invariably contain three aspects : geographical, historical and ethnographic. His proposal facilitated the work that had already been established which should contain, but otherwise represented a retaining wall to the sociological imagination. The work of Oscar Lewis would not have been appropriate under the support of Bonfil.

In the region of Los Altos de Jalisco, where Tepatlán same population that is under study for poultry we intend to do with the use of economic vision is located, pioneering studies were led by the famous anthropologist Andres Fabregas. Many research results are known social court since the late sixties by the work of the same author, in this work is insistently sought to answer the questions: Who controls the dominant adaptive strategies in the community? How are the power structures configured from the control of basic resources of society? Prevailing labor relations helped to answer the questions asked. Included in their analysis the concept of "border" Lattimore had built and which was to make an analysis of how they

contact different communities that interact while they differ. In particular, they emphasized the explanation of how man transforms the nature he relates to, in particular, are caught my attention the existence of "dikes" to store water is very scarce in that area; then they could explain that the tradition of building these dams brought Castilian since colonial times.

The historical aspect has been and still is undoubtedly one of the most important in the construction of regional studies. For example in Los Altos de Jalisco there are two features from this perspective that are essential to any study of social court: the analysis of the Cristero Revolution and the role of labor migration to the United States. This is an example of how things cannot be ignored when studies are conducted with scientific backing. Bonfil was right to incorporate the historical aspect among of the three essential. The continuing urbanization (which did not include Bonfil) now becomes an essential aspect regional studies. In particular, the region of Los Altos de Jalisco has been considered iconic Mexicanity by the existence of the horsemen, the use of charro hat, drinking tequila and mariachi music. We can safely say that this has been as a contribution of national cinema, its Golden Age, because there are only traces of these identifying features, the rancher as field worker does not exist anymore, now they have become entrepreneurs.

Two streams rather than have influenced the existence of regional studies and that his appearance was a big event for novelty and arguably its proposals, we refer to the New Economic Geography and the End of History (with its drifting "End Geography "). At first it was called *neofisiócrata* because he sought the existence of equilibria between regions and was forced to the pre-scientific economic mainstream of French Physiocracy reference; in this doctrine of thought, Dr. Quesnay through its "Economic Table" provided that all participants in the production were forced to maintain a good balance economic development. Representatives of the New Economic Geography perceive that regional disparities are caused by the use of field (which should produce the proper of primary sector of the economy), is used for industrial plants (secondary sector) or to build large buildings that serve services activities that do not produce field and neither transformed, but restrict their participation to the transfer of goods, the monetary loans, customs clearance and so on.

Meanwhile, Fukuyama's The End of History was born with making light of a short article in which he stipulated that at the end of the relations between the Western world and the socialist world, it was not necessary to explain what were the stages of history because after ancient times, modern and contemporary, are completed and there is a new, "the story is over." In this area the regional studies (macro-regional in this case), cease to exist as an object of study. The West and ideological region prevailed over the socialist world, and liberal democracy, according to the author, is the only viable alternative for all societies; classical economic theory survives, not political economic theory. The countries that lived under the socialist orbit sought and continue to seek Western-style reforms. The philosophical underpinning of the proposed Fukuyama has a parallel with the old ideas of Comptian's positivism whosaw economic development in linear and ascending, in this sense, contemporary social problems are temporary and the future is democratic and liberal as the old theory economic.

The other near the "end of history" concept, its derivation, is composed of representatives of the "end of geography" and the mainstay of its postulates and coincides with the first, is advocating jointly by the ideology of "Current economic liberalism", is a kind of Adam Smith's Invisible Hand Theory that starts today *mutatis mutandis*. Representing globaphiles at its best make an apology because of technological advances in communication that make as if the borders are gone because no barriers to trade in goods worldwide using the internet; technological development has removed geography because to exchange products no longer interested in where they come from or where to go, techniques have exceeded the geographical obstacles, the most representative author O'Brien (1992) and is recommended reading Graham (1998) who makes a detailed analysis of how the information society has transformed the physical space to

cyber (space-place) analysis. A modern version of the world's regionalization has been exposed by the famous and much maligned piece of Huntington (1997) who has been an advisor on intelligence matters in the United States, he says the future of the world is destined to witness a fight between groups he calls them civilizations and conceived as do the natural sciences when explained tectonic plates, that are in constant motion, overcoming some others and gaining cultural boundaries and move. These civilizations ("tectonic plates") essentially coincide with world religious groups are eight: the Western (Roman Catholic and Protestant), Eastern European, Islamic, Confucian, Buddhist, Japanese, Latin American and African. According to the thought of Huntington, the two most disadvantaged and serious problems emerging in real life, are the African and Latin American because that's where most of the underdeveloped countries are concentrated. He says that the only way to survive output is that they go western because they have strong historical ties that can bind (and save from extinction) to countries that make up that "civilization" (comprising the United States, Western Europe and Australia mainly).

3. Theories of economic court

One of the main features offered by the optical theory from economics, is divided into two: some who claim that the regional development comes from within, and others who conceive the main influences and external. At first they are told "endogenous" and "exogenous". Second, the words come from the biological sciences and mean that the endogenous is born into, is what plays into the cells, and exogenous is what plays out and interferes with the inside, like spores of fungi. As Aguirre Beltrán proposed, domestic factors were the independent variable in the case of indigenous groups and in optical from economics, there are theorists who claim that the main engine for economic development comes from within the region. Overall, among the best known theories, there are nine who are inclined to internal factors and three external (Salguero, 2006). What follows is a brief description of each of them and will post what we have chosen for conducting a research study whose universe is poultry production in Tepatitlán, Mexico.

3.1. Theories of external factors

3.1.1. In the process of socio-economic development

The lead author is Hermansen and contribution is the claim that the sustained development of well-being is expressed in per capita income and the availability of social services and regional economic laws are very different international, being the largest international important because they induce changes in regional. In general, development depends on three processes, namely, cultural, taking shape in the beliefs, values and norms; social, which can be seen in the satisfaction of human needs; and political and administrative processes of analyzing the evolution of bureaucratic activity with marked differences in the central, regional and local levels.

3.1.2. The unbalanced growth

The founders of this theory are Hirschman and Voight. They argue that economic growth should be analyzed differently in each case so that the imbalance favors the development that occurs naturally only in some regions of the country, it is not possible there is a balance and not all parts of a country evolve at the same pace. It is characteristic of this theory to claim that it is not possible for the economic development of a region bring with negative effects on the other. In essence his position is optimistic and is strongly influenced by classical economic theory, therefore, is in favor of "comparative advantage" of David Ricardo to say that trade in goods that has specialized each of the regions eventually all are favored.

3.1.3. From the cumulative causalities

The main exponent is Myrdal and his contribution to science is to propose that economic imbalances are strong in essence and poor regions impede national development as a whole. He disagrees with the above even when they are "sisters" because they argue that exogenous factors are more important for economic development. For this author, the growth must necessarily be unbalanced. A country that achieves a good level of economic advance, should privilege imbalances and put all the attention on the development of the most advanced.

3.2. Theories of internal factors

3.2.1.- The land use (location theory)

This is an ancient theoretical perspective comes from the German author Thiunen who in 1826 made a project that had as its backdrop the price of land characterized by different levels of quality and transportation costs. The central provision provides that the payment for the rent of land is inversely related to the distance of markets, the greater path to carry the goods, less is the cost of paying for the land.

3.2.2. From industrial location

Alfred Weber is its main representative. This theory proposes that each producer group requires inputs that come from other regions and it is therefore essential to keep special accounts from four aspects: the distance between the places that provide the necessities of production, travel must be made between the producing region and the market where it is marketed, the costs of labor and economies of agglomeration (understanding these as a set of companies that concentrate in small spaces).

3.2.3. In the central places or tertiary activities

This theory is built on the structural economics that describes production in three sectors where the parent represents all the activities performed in the field. For example, those extracted directly from nature are items to be used as inputs; the side which is constituted by the industrial processes that transform the primary sector extracted from the earth, and which makes possible the tertiary placement of goods in the places required for the final consumption. Its founder is Walter Christaller and as the name of the theory established itself, tertiary activities are their main source. The novelty of this theory and it actually is one of the most suited to the research proposal on poultry production in a region, based on the fact that the most important activity (in our case, Poultry in Tepatitlán) attracts many others in urban centers and are financially supported by all the tertiary sector, for example all services required by the human resources recruitment considerably larger features. In short, the economic analysis pretends to quantify and characterize the productive pole attraction that draws offering all the services required. Poultry in Tepatitlán, cannot be analyzed only by the labor and services used directly, but must be performed on all activities generated around. It is regarded as more of endogenous theories because it proposes that economic growth is from the inside out, that wealth is generated in a region and expands to other activities and other regions. It considers to examine four aspects, namely elements, topography and quality of the natural wealth of the environment; transportation costs; the consumption capacity of the region to know where and how you can expand; and historical characteristics of the region.

3.2.4. The export base

All regions require an economic growth rate for subsistence, however, some develop both, to the extent that become exporters of goods that transcend local market needs. These are claiming the analysis of the economy, according to its developer Douglas C. North. For him, it is imperative to modernize the

institutions that should be commensurate with the evolution of economic activities that can export its products, the population must provide the necessary skilled labor and transportation and communications should provide a considerable degree of progress because otherwise the economy based on exports would be doomed.

3.2.5. The development poles

Undoubtedly, the theory advanced by the French Francois Perroux in 1955 represents the most viable option from an economic perspective for the analysis of poultry production in Tepatitlán, Mexico. The reasons under this conception are that there are poles or "centripetal forces" (concept brought from Physics) that attract "centrifugal forces" and form the core of production in a region that encompasses various activities and generates the development of others. The growth, as its principal author describes: "does not appear in all places at once" (Salguero, 2006; 13). It is always born at a certain point and generates the development of a region with different levels of intensity in the employed population. Pole development requires the analysis of innovations, or in other words, there is a pole development if there is no technological development. The innovations come from the introduction of new products, different production methods already known, openings to new markets, conquest of new inputs and the establishment of an organization to meet the needs of large-scale production. Finally, the poles represent a historical region with its own social relationships and patterns of domination, this feature is about the social optics that highlights the role of culture and the manifestations of the groups that make identical inside and at the same distinguish them from others.

3.2.6. The developmental stages

Rostow is the father of the theory of stages of development and is renowned for his strong opposition to the communist system of the time. Being therefore advocate of free competition, he conceived the development and completion of the necessary step of five different stages: self-sufficiency where all production is intended for consumption; the specialization where the primary sector begins to grow; the economic boom that is characterized by industrialization; the road to maturity which is when new areas are in the production; and finally the mass consumption that specializes in the production in all areas and anyone is free to buy. As simplistic proposal has been widely criticized, mainly because the described steps are not an easy reference to reality.

3.2.7. The one related to the regional industrial structure

This theory emphasizes the analysis of regional production as a process dependent on the decisions of individuals (in this case, employers) to invest and develop some kind of industry. For Richardson, who is its main exponent, the role of individuals is defining because they depend on the development or backwardness of a region if an industry expands, and it depends on the employer whether to continue with its business or if you move to another region.

3.2.8. The input-output (Input-Output)

This theory is attributed to Richardson as well as the regional industrial structure. The difference with the previous one, is that this is given greater weight to the comparative advantages of each region instead of the opinion of the employer in the previous era defining. The existence of inputs is highly variable from one region to another and that is when should leverage the competitive advantages from one place over another and develop an industry leader. However, it emphasizes that these benefits are variable, for example, inputs provide some region by extracting mines may be exhausted, the transport system can be improved in another

location and would become a "disadvantage" comparative, etc. It is called the Input-Output precisely because at some time you can have cheap and perfectly accessible by public transport inputs, but the situation may change and other inputs, other technology or other transport system can offer better opportunities in other region.

3.2.9. The flexible accumulation

This current is the latest, the head Michael Piorey and Charles Sabel, is of the eighties of the last century occurred in both the US and Europe. Sets the idea of triangles development, for example, existing in Italy with Milan, Turin and Genoa, or the United States with Los Angeles, Boston and North Carolina. Asserts that these large urban areas there is competition, emulation and cooperation between small, medium and large businesses. He can be considered as the most global of all endogenous theories because it covers not only regions but macro-regions. They support Fordism as industrial production but advocates encourage cooperation among a multitude of companies to reduce the effect of competition. They believe that industrialization in terms concentrator capital, must be redesigned and are devoted to the industrial restructuring that was much in vogue in those times. Each of the above methodological proposals makes a personification of regional development from different angles but not excluded, constitute a portion of the overall analysis (Salguero, 2006), in which all can make matches is in that the most prosperous regions are which have reached a higher level of refinement in technology.

4. The focus of History

Academic studies that address the regional perspective and come from an economic perspective, emphasize the analysis of the agents of production; the geographical mark their attention on what gives the landscape and its variants; the anthropological in cultural traits, especially the contact between man and nature. They all are very different to the ones about History because they are somehow aside from the social sciences and they have an approach closer to the humanities. According to the most versed in this area, the regional history should inquire extensively in the state and then in a national scale (Mino Grijalva, 2002). This would seem as a contradiction because it always goes from simple to complex. For example, the national history would first have to do local, then regional and then national. Some misunderstandings that have arisen, apparently reproduced whenever carrying out an investigation into a community already considered regional history is not the same as regional history microhistory (which belongs to the realm of folklore and can be said to represent the vision of the cosmos of a single individual as its greatest exponent Luis González, 2008). Another latent confusion lies in matching the regional with the political divisions when they have more to do with social features that administrative demarcations. Another obstacle takes shape when historical studies cover long periods of time because regions and societies change constantly, is not the same. For example, the ranch society of Los Altos de Jalisco of the nineteenth century communities inhabiting the region at the time the conquest. Now the region has been completely transformed, actors have appeared absent, the production is completely changed, there are animals and plants that did not exist before, some groups disappeared, and so on.

The object of study is definitive in regional studies, if it is the analysis of an economic object, depends on the relations of production of the economic object, whether it is political analysis of a fact in a region, relations are analyzed power observed in the region, whether it is the cultural analysis of a particular group, the community is located in a specific space must be analyzed. But when it comes to analyzing an object of historical study (Chichimecas groups in the current North of Mexico for example), the space is absolutely right because indigenous communities classified as Chichimecas changed space and were gradually disappearing, and that's a fundamental difference from the other sciences. If the subject matter of the history

was to describe the economic, cultural, political and social processes, it would be like wanting to talk about everything about everything and it does not represent a commitment nor history nor to other sciences (Mino Grijalva, 2002; 884).

5. Conclusion

There are a number of theories that deal with regional studies, but none can cover everything needed to draw on several at once to investigate a particular social fact and what is advanced with some, are left out important aspects. For the study of poultry production in Tepatitlán, if we as authors and interested in their study there weighs heavily formative and cultural background, based on this, we have chosen the look of the economy and in particular two streams endogenous theories, namely the outsourcing because through it we will be able to analyze the influence of poultry development in other areas such as the transport, financial services, education, the technology and communications in general. And the poles of development because through it becomes the analysis of the influence of endogenous technological developments required. We intend to investigate how was historically that developed a type of economic activity in which the canons do not match. For example, according to experts, suitable for poultry farming intensively, spaces must be located at lower altitudes to 1000 meters on sea level (in Tepatitlán are 1,800), there should be plenty of water throughout the region of Los Altos de Jalisco, where Tepatitlán is located, is scarce. We will research about the importance of the implementation of methods of endogenous production because we believe that while poultry was induced in Tepatitlán, the passage of the years it has become a leader in the industry and has generated knowledge for export (especially with the construction of ships and biological advances in their laboratories). Also we will try to find what were the circumstances under which producers have entered the industry in areas supposedly unknown to position their products on the market, specifically in the construction of a plant for industrialization egg, one for the pigmentation of their products, financial institution, a trail of birds to extend the sphere of influence, and a company of cardboard and derivatives for product packaging.

These two theories make it suitable for an understanding with other than those described in this paper such as history because we put in the time and describe the circumstances that made suitable for the development of this economic activity; social because the poultry has influenced the regional culture for over half a century ago; and geography because it has transformed the landscape and production contact with nature, the latter has been modified drastically and sometimes harassed.

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