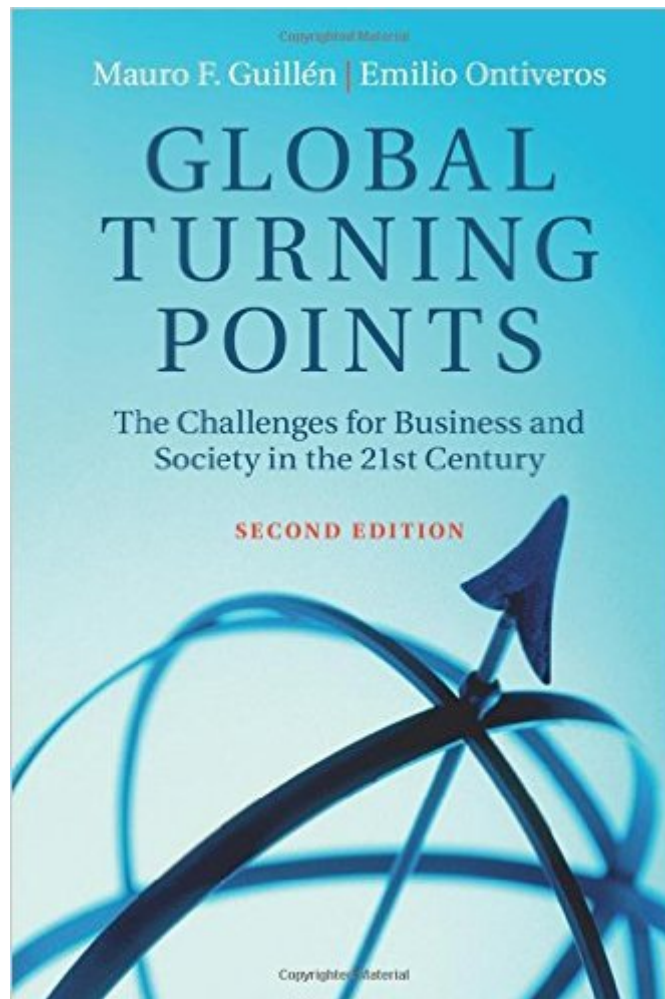


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# Global Turning Points: The Challenges For Business And Society In The 21st Century



## Synopsis

The second edition of this popular book offers an accessible yet sophisticated analysis of the game-changing events and trends that are transforming the world beyond recognition. For the first time in human history, more people live in cities than in the countryside, and greater numbers suffer from obesity than from hunger. During the next few decades, India will become the biggest country in terms of population, China the largest in output, and the United States the richest among the major economies on a per capita income basis. Food and water shortages will likely become humankind's most important challenges. With four new chapters, on the rise of the global middle class, the transformative power of technology, institutions and the entrepreneurial spirit, and the trials and tribulations of the financial system, this book provides a thorough introduction to the challenges facing business and society in the twenty-first century.

## Book Information

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## Customer Reviews

The authors have done an excellent job in presenting the challenges that the world faces with the risks involved. These challenges are illustrated with charts and diagrams that leave you in no doubt that these risks are real. The seven challenges are, an out of balance economy, rapid rise of non-Western multi-nationals, demographics, democracy weaknesses, rising inequality inside countries, sustainability and global power distribution. Many other books cover these subjects too. This book is unique from two points of view. First, each subject is covered in only 20 to 30 pages that enable the reader to gain an overview of the seven factors remarkably quickly. Second, it allows

the authors to explain how these seven can reinforce each other upwards and downwards, The last chapter presents what can be done to "master " these interactions from leading to disaster with four "gear boxes" being, the political representation system, the capability of the government, the interaction between states and the labor market. "Gearbox" refers to the ability to select the right speed concerning external circumstances, like driving uphill, (facing high unemployment), quite an original idea. The chapters differ. Each chapter starts by summarizing the different views of different experts in the subject. In some cases the authors present their conclusion in others not. For example chapter seven about demographics shows that in 2060 half the population in the world will live in Africa, a continent with by far the lowest income per capita to day. Does that mean businesses should invest in Africa because the market is growing so rapidly or will it lead to failed states unable to cope with this increase? No conclusion.

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