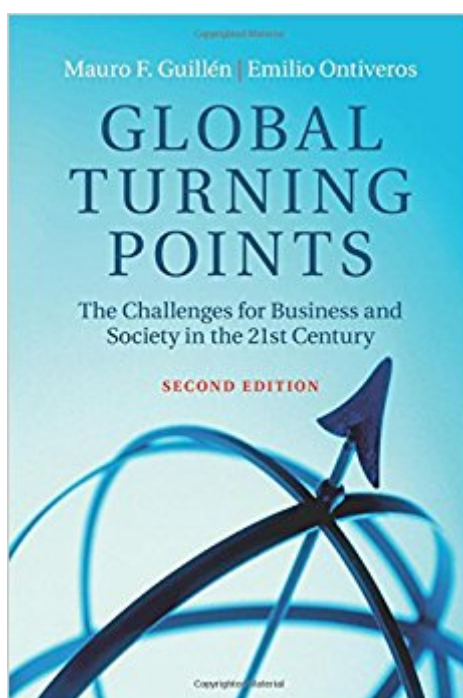


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# Global Turning Points: The Challenges For Business And Society In The 21st Century



## 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 second edition of this popular book examines major global turning points with an emphasis on actionable issues, deploying the tools of economics, sociology and political science to provide an analytical perspective on both the problems and opportunities facing business and society in the twenty-first century.

Mauro F. Guill  n is Director of the Joseph H. Lauder Institute at the University of Pennsylvania, which offers a research and teaching program in management and international studies. He is also

the Zandman Professor of International Management at the Wharton School. He is the author of nine books and over 30 scholarly papers, and is a former Guggenheim and Fulbright Fellow, and a Member of the Institute for Advanced Study, Princeton. He serves as a member of the the Global Agenda Council on Emerging Multinationals at the World Economic Forum, and a trustee of the Fundaci3n Princesa de Asturias. Emilio Ontiveros is Founder and President of Analistas Financieros Internacionales, S.A., and President of Tecnolog3a, Informaci3n y Finanzas, and Escuela de Finanzas Aplicadas (subsidiaries of AFI Group, a consultancy). He has served as Professor of Economic and Business Administration at the Universidad Aut3noma de Madrid since 1985, where he was Vice Chancellor for four years. He has been Visiting Scholar at the Harvard Royal Complutense College and the Wharton School. He serves, or has served, on the board of directors of several Spanish companies.

The book is not new!!

This slim volume offers concise and comprehensive discussion and analysis of trends currently effecting the global landscape. Highly relevant to me as a businessperson and as a global citizen.

A very clear book, with a lot of statistics and realistic projections. The only thing that could improve my satisfaction with the product would be a rigid cover, to do it more durable. Congratulations to Prof. Guill3n for this great book.

This book seeks to use interdisciplinary tools to identify and measure macro trends. By the time I finished reading, I felt that I understood the big global problems threatening civilizations with the exception of natural disasters. The interdisciplinary tools come from fields of study including economics, socio-demographics, political science and geopolitics. These fields, taken together, show more dimensions of the major issues facing governments and economic actors. Some aha! moments of brilliant discovery manifested. Out of this doesn't come assurances that things will be fine, unfortunately. Instead we get probabilities and indicators for systemic disruptions. All the macro trends have economic implications, and they're mostly looking negative. This is probably the lure of seeking a future driven by technological change since it doesn't look as if miracles will emerge from anywhere else.

Global Turning Points is very interesting in that it makes excellent use of being an

academic/professional publication by presenting problems, or challenges, in a very straight-forward manner without leaning in to emotional discussions while talking about hot-button topics such as poverty, wealth inequality, etc. It presents the gist of ideas (if you care to deduce) that would help keep businesses healthy long-term but doesn't shroud them in "right/wrong" terms -- just practical ones. However, in its viewing things through a long-term global lens, it manages to ignore the greed that makes businesses focus on huge short-term profits versus great long-term profits. As one other reviewer pointed out, the people in business who could act on these problems now already know these things and prefer to ignore them until a breaking point is reached. Instead, this book should guide the next generation of business leaders to think about things differently if they have the same playing field to work with -- or should the breaking point not be reached before they are in charge.

This book's analyses of the driving forces behind and potential consequences of several global, game-changing, and interrelated economic, societal, and political phenomena will help policymakers and business leaders better understand how to cope with the new priorities and realities arising from the examined phenomena. The discussions include a wide variety of interconnected topics, and put some of the complexities and uncertainties involved in grappling with a set of related problems into perspective. According to the authors, for example, while global trading has reduced the wealth gap among countries, within many countries, the disparity between rich and poor has grown. Coupled with a growing population aging problem in many countries, the data are indicating an urgent need for both governments and businesses to come together to provide employment opportunities for both the young and the aging, who seem to be the two groups suffering the most economically. But since there are still many things we don't know about aging, governments and businesses are still studying how best to move forward. Meanwhile, if we can't find workable solutions to these problems quickly enough, the problems can morph into something even more serious. On a more positive note, some of the discussed challenges actually represent opportunities. For example, with many developing countries becoming wealthier, the emerging middle classes in those countries will have new needs and wants, creating opportunities for businesses to compete in these new markets. Overall, I thought the analyses were good, but some were better and / or more detailed than others depending on the topic. If you read the news regularly, many of the conclusions drawn by the authors will not come as a surprise.

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