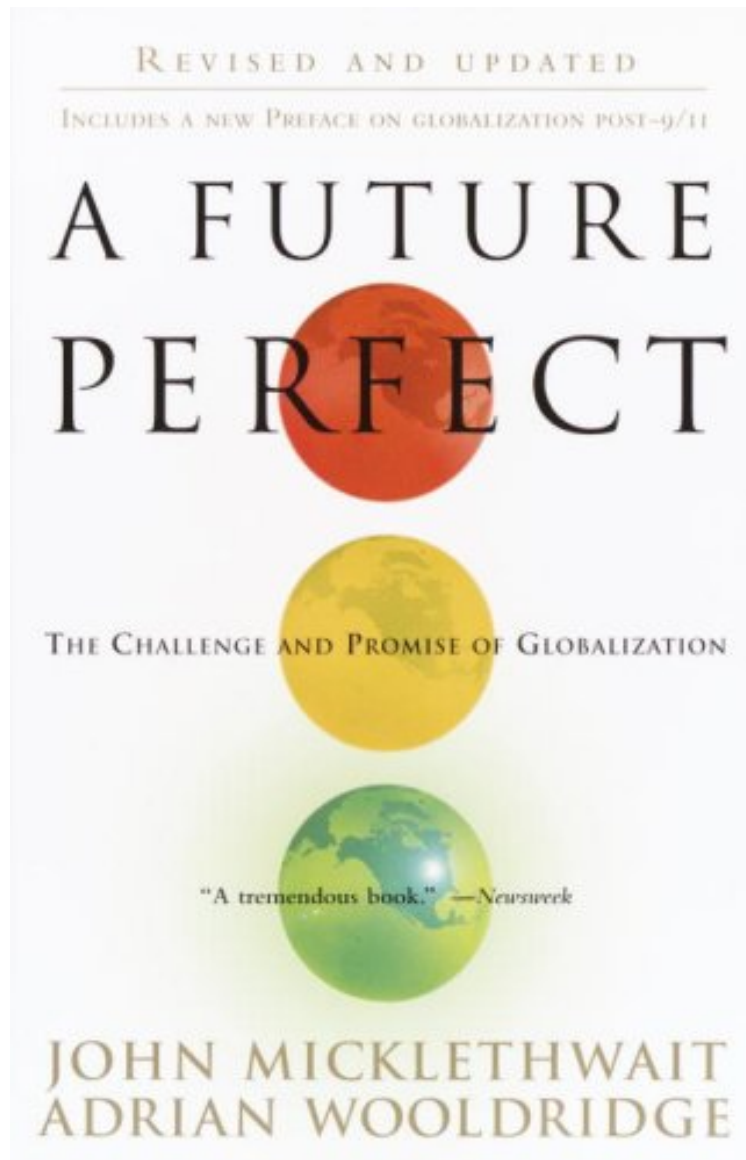


## A Future Perfect: The Challenge and Promise of Globalization

*John Micklethwait, Adrian Wooldridge*  
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**John Micklethwait, Adrian Wooldridge : A Future Perfect: The Challenge and Promise of Globalization** before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Future Perfect: The Challenge and Promise of Globalization:

0 of 0 people found the following review helpful. Five Stars By Michael Pobat Good for global research 4 of 4 people found the following review helpful. The best book on globalization! By Michael Gordon GLOBALIZATION is a process where people, things, ideas, capital and commerce is able to freely travel anywhere in the world. As a result, the notion of comparative advantages are becoming far more frequent. More people are exposed to competition than

ever before, and this has been a good thing for most people (i.e., witness the cheaper and better American cars). Globalization has been very helpful in attacking the status quo -- entrenched, pesky bureaucratic public sectors unions, who take their job as a right, not a privilege; getting workers to think more about productivity, since, if they do not succeed, operations can move elsewhere. Most important, I would say that globalization has reformed governments. As the book explains, there are still extremes on the left (Nader) and the right (Buchanan) who don't understand economics and are perfectly willing to harp on the same old course they've been on. But as this book explains, many governments are learning that they too are not immune from competition. Countries must open their borders up to foreign capital, privatize state services, come up with more flexible labor laws (i.e., France's radical law that forbids anyone from working more than 35-hours a week. However, without such a law, the average person in the U.S. works only 34 hours a week). I am even more excited about globalization after reading this book. It's very timely, written in the familiar prose found in *The Economist*, and well worth the money!

0 of 0 people found the following review helpful. Are You a Cosmocrat? By Jeff M. Brown You'll have to read "A Future Perfect: The Challenge and the Promise of Globalization" to find out. The authors examine the central forces behind the globalizing of the world's economy circa 2003, employing an analytical and cheeky style reminiscent of *The Economist*, the magazine for which they both write. Along the way, they check in with the haves and the have-nots at places as disparate as Silicon Valley, the Rust Belt, St. Petersburg, Hong Kong, and Tangier, and share cautionary tales from managers in industries as diverse as pornography, electric motors, and children's toys. They find reason to believe that the nation-state is not dead and that geography still matters, while listing factors that threaten to slow globalization and suggesting policies designed to ensure that the benefits of globalization flow to a greater number of people. A more sober take on where things are headed than "The Sovereign Individual" by James Dale Davidson and Lord Williams Rees-Mogg (see my review of that book).

A Future Perfect is the first comprehensive examination of the most important revolution of our time--globalization--and how it will continue to change our lives. Do businesses benefit from going global? Are we creating winner-take-all societies? Will globalization seal the triumph of junk culture? What will happen to individual careers? Gathering evidence worldwide, from the shantytowns of Sao Paulo to the boardrooms of General Electric, from the troubled Russia-Estonia border to the booming San Fernando Valley sex industry, John Micklethwait and Adrian Wooldridge deliver an illuminating tour of the global economy and a fascinating assessment of its potential impact. From the Trade Paperback edition.

"As the angry confrontation erupted at the Seattle WTO meeting in late 1999, I found myself furious. Not at the protesters, but at myself and my kind for having done such a rotten job of explaining in clear and compelling English the power and benefits of globalization. Now John Micklethwait and Adrian Wooldridge weigh in with the response I prayed for. . . . A Future Perfect fills a yawning void with a magisterial case for the most powerful--and life-enhancing--force on earth: globalization." --Tom Peters

"A Future Perfect has taken up the challenge of translating the many aspects of globalization into human and understandable terms. It is a convincing, even-handed, often witty defense and will do much to clarify this often misunderstood "revolution" of the new century." -- Henry Kissinger

From the Hardcover edition. From the Inside Flap "A Future Perfect is the first comprehensive examination of the most important revolution of our time--globalization--and how it will continue to change our lives. Do businesses benefit from going global? Are we creating winner-take-all societies? Will globalization seal the triumph of junk culture? What will happen to individual careers? Gathering evidence worldwide, from the shantytowns of Sao Paulo to the boardrooms of General Electric, from the troubled Russia-Estonia border to the booming San Fernando Valley sex industry, John Micklethwait and Adrian Wooldridge deliver an illuminating tour of the global economy and a fascinating assessment of its potential impact. From the Back Cover "A tremendous book. . . . Newsweek "It is not just that Micklethwait and Wooldridge . . . write gloriously. . . . The book's substance is what really makes it stand out. . . . Judged in its entirety, with all its ambition and achievement, the book is a spectacular success. . . . Foreign Affairs "[A] compelling, witty discourse . . . To explain how globalization works, and how it came to pass, Micklethwait and Wooldridge take us on an extended world tour. . . . Fast Company "[The authors'] style is familiar to readers of *The Economist*: smooth, witty, erudite. . . . Their book merits an A. . . . USA Today