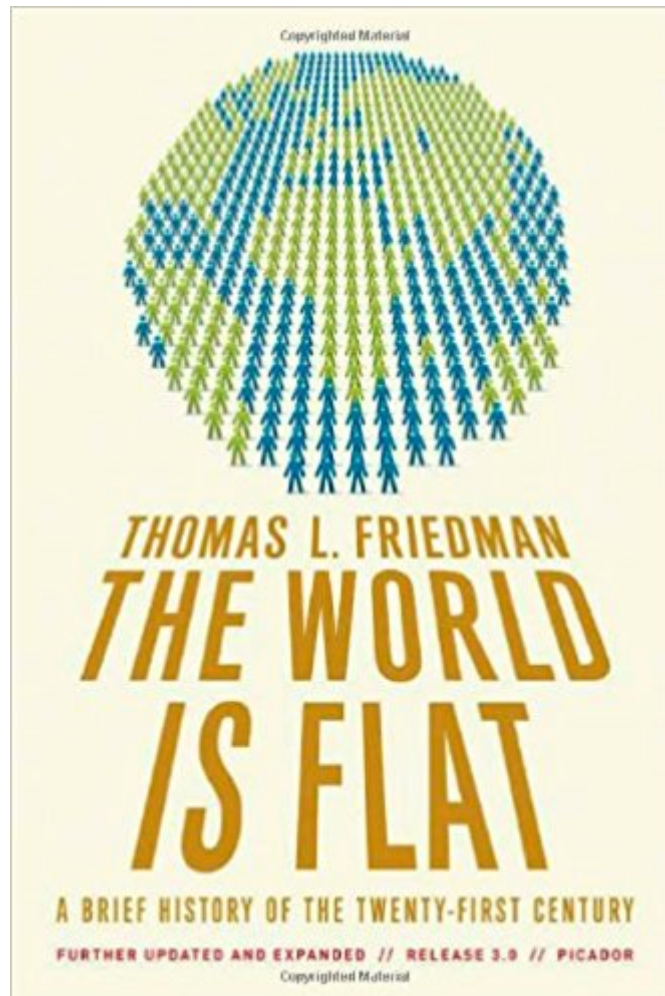




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The World Is Flat 3.0: A Brief History Of The Twenty-first Century



Synopsis

A New Edition of the Phenomenal #1 Bestseller "One mark of a great book is that it makes you see things in a new way, and Mr. Friedman certainly succeeds in that goal," the Nobel laureate Joseph E. Stiglitz wrote in The New York Times reviewing *The World Is Flat* in 2005. In this new edition, Thomas L. Friedman includes fresh stories and insights to help us understand the flattening of the world. Weaving new information into his overall thesis, and answering the questions he has been most frequently asked by parents across the country, this third edition also includes two new chapters--on how to be a political activist and social entrepreneur in a flat world; and on the more troubling question of how to manage our reputations and privacy in a world where we are all becoming publishers and public figures. *The World Is Flat 3.0* is an essential update on globalization, its opportunities for individual empowerment, its achievements at lifting millions out of poverty, and its drawbacks--environmental, social, and political, powerfully illuminated by the Pulitzer Prize--winning author of *The Lexus and the Olive Tree*.

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Customer Reviews

“Captivating . . . an enthralling read. To his great credit, Friedman embraces much of his flat world’s complexity, and his reporting brings to vibrant life some beguiling characters and trends. . . . [The World is Flat] is also more lively, provocative, and sophisticated than the overwhelming bulk of foreign policy commentary these days. We’ve no real idea how the twenty-first century’s history will unfold, but this terrifically stimulating book will certainly inspire readers to start thinking it all

through. — Warren Bass, *The Washington Post* — “Nicely sums up the explosion of digital-technology advances during the past fifteen years and places the phenomenon in its global context. . . . Friedman never shrinks from the biggest problems and the thorniest issues.” — Paul Magnusson, *BusinessWeek* — “[This book’s] insight is true and deeply important. . . . The metaphor of a flat world, used by Friedman to describe the next phase of globalization, is ingenious.” — Fareed Zakaria, *The New York Times Book Review* (front cover review) — “A brilliant, instantly clarifying metaphor for the latest, arguably the most profound conceptual mega-shift to rock the world in living memory.” — David Ticoll, *The Globe and Mail* (Toronto) — “No one today chronicles global shifts in simple and practical terms quite like Friedman. He plucks insights from his travels and the published press that can leave you spinning like a top. Or rather, a pancake.” — Clayton Jones, *The Christian Science Monitor* — “[*The World is Flat*] is filled with the kind of close reporting and intimate yet accessible analysis that have been hard to come by. Add in Friedman’s winning first-person interjections and masterful use of strategic worksterisms, and this book should end up on the front seats of quite a few Lexuses and SUVs of all stripes.” — Publishers Weekly (starred review)

“One mark of a great book is that it makes you see things in a new way, and Mr. Friedman certainly succeeds in that goal,” the Nobel laureate Joseph E. Stiglitz wrote in *The New York Times*, reviewing *The World Is Flat* in 2005. For this updated and expanded edition, Friedman has seen his own book in a new way, bringing fresh stories and insights to help us understand the flattening of the world. New material includes:

- The reasons why the flattening of the world “will be seen in time as one of those fundamental shifts or inflection points, like Gutenberg’s invention of the printing press, the rise of the nation-state, or the Industrial Revolution”
- An explanation of “uploading” as one of the ten forces that are flattening the world, as blogging, open-source software, pooled knowledge projects like Wikipedia, and podcasting enable individuals to bring their experiences and opinions to the whole world
- A mapping of the New Middle--the places and spaces in the flat world where middle-class jobs will be found--and portraits of the character types who will find success as New Middlers
- An account of the qualities American parents and teachers need to cultivate in young people so that they will be able to thrive in the flat world
- A call for a government-led “geo-green” strategy to preserve the environment and natural resources
- An account of the “globalization of the local”: how the flattening of the world is actually strengthening local and regional identities rather than homogenizing the world

--This text

refers to an out of print or unavailable edition of this title.

I haven't even finished the book yet and i'm already regretting not having come across it sooner. This is something that should be required reading in high school, at the least. The book is well written, and the story flows in a nice way (so far at least) that keeps the reader interested. Unless you are some backwards Luddite then I would almost be willing to guarantee that this book will help you to understand the world as it is evolving to be, quite aside from how many people may have seen it coming, or even wanted it to be.

Well before I read this book I was a firm believer that outsourcing offered no benefits to the US, and it was simply taking jobs away. This book provided me with overwhelming evidence that outsourcing does have a negative effect in the short term, or long term only if you try to be resistant to the idea and that outsourcing should be seen as the opportunity for to improve ourselves as a country. But the problem lies in that fact that many US workers have simply become accustomed to the same jobs not wanting to improve or change and expect that the world would do the same. Outsourcing and globalization are coming and nothing and nobody will be able to stop it, resistance to change might delay it, but will not stop it, because it is driven by the ambition of humans wanting a better life.

In reading "The World is Flat" I tripped across a whole field of knowledge that I had never considered before, that was hidden in plain sight- the mechanisms by which the world-wide web and the internet have knit the world's economies ever more closely together. I learned about business processes, and about unfolding opportunities and challenges for developing and developed country governments, businesses and individuals. The guy's a journalist, and therefore prone to over-generalization I'm sure, but Friedman is a clear and articulate writer, fun to read, and he makes complex ideas accessible to the average intelligent person. Not to mention, Friedman's analysis is built around an extensive series of interviews with people in the government and private sectors. They are mostly elites. I guess you get that kind of access when you're a famous columnist for the New York Times, but me, I'm a teacher and this is probably the closest I'll ever get to hearing how things look to these people from their own particular vantage points. Fun. On the other hand, through the last quarter or so of the book Friedman analyzes the ways in which the high tech revolution has empowered groups like al Qaeda. He's never convincing here, but one thread of reasoning is particularly discouraging. That is, how do extremists generate popular support? Friedman argues that because communication is now broad and instantaneous, it makes the job of

the demagogue all the easier. He's probably right about that- look at the violence surrounding the publicity for that Youtube video insulting the Prophet. Friedman then spends a lot of ink analyzing the dysfunction of many Muslim societies, and Arab societies in particular. That generates a lot of fodder for al Qaeda et al. The problem for me is that, if there's dysfunction on our side of the relationship with the Muslim world, you wouldn't know much about it from this book (or much of Friedman's work). For example, while he does briefly mention our unqualified support for Israel, he never cites the invasion of Iraq as a catalyst for anger. Huh? This book was written in 2005. Hard to explain that. Peaceful relations will be hard to develop as long as we are not willing to take responsibility for our own short-comings. Unfortunately, not much sign of that here. Despite that, get the book, and do what I did. Enjoy 400 pages of great reading and then put the book down for something else.

Reading this book is like looking at the writing on the walls of a college washroom stall. While it offers plenty nuggets of wisdom and brilliant ideas, it is difficult to enjoy it on a continuous basis due to a poor structure and a lack of focus. I think the content of the book would have been better consumed in the format of a documentary film since the strength is really on interviews and first hand impressions rather than research and supporting data. The author offers interesting views from conversations with people at the frontline of globalization and his own experience travelling around the world. As a result, it describes well using examples and anecdotes how the shift in geopolitics and advancements in technology is creating a level playground for developed and developing countries. Considering the time it was first published, it is a thought provoking piece. There are allegations and insinuations made here and there about republicans and George W. Bush, but that is not a big issue to me though I do not necessarily agree with his views. IMHO, the arrangement of the chapters undermines some key messages it tries to deliver. For example, the author has several valuable and important points in the last chapters ("the unflat world"), but by the time I got there I was already too fatigued to take it in. In addition, some chapters not related to the core arguments could have been edited down or taken out (e.g. the section about distraction in an information age). Overall I recommend reading it if you can borrow it. I would recommend reading the first four chapters then skip to chapter 15-17.

For a long time now, I have often wondered why the best economies of the West have developed rigour mortis with record debt levels, rising unemployment, loss of jobs offshore and falling living standards. For many of us, this economic jigsaw has been impossible to solve.. "The World Is Flat" is a book that cuts away all the gobbledegook of crafty politicians and oblique talking

economists.Friedman gives a crystal clear explanation of why China and India have commenced a meteoric rise to the top of world's economic summit.. At the same time, he lays out the guilt sheet of how the once mega economies of America and Europe have failed. The big question to be answered in the future is will America and Europe sit up and take stock before the tsunami of the Indian and Chinese economies swamp them.Friedman's book is a great read-realistic and very unsettling for Western economies.Maurice

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