

# 《WORLD 3.0(ISBN=9781422138649)》

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## 内容简介

The world looks far different today than it did before the global financial crisis struck. Reeling from the most brutal impacts of the recession, governments, economies, and societies everywhere are retrenching and pushing hard for increased protectionism. That's understandable, but it's also dangerous, maintains global economy expert Pankaj Ghemawat in *World 3.0*. Left unchecked, heightened protectionism could prevent peoples around the world from achieving the true gains afforded by cross-border openness.

Ghemawat paints a disturbing picture of what could happen--to household income, availability of goods and services, and other quality-of-life metrics--should globalization continue to reverse direction. He then describes how a wide range of players' private businesses, policy makers, citizens, the press' could help open flows of ideas, people, and goods across borders, but in ways that maximize economic benefits for all.

*World 3.0* reveals how we're not nearly as globalized as we think we are, and how people around the world can secure their collective prosperity through new approaches to cross-border integration. Provocative and bold, this new book will surprise and move you, no matter where you stand on globalization.

## 作者简介

Pankaj Ghemawat is the Anselmo Rubiralta Professor of Global Strategy at IESE Business School in Barcelona. He is the author of five books and many articles published in academic journals as well as the popular press. He received the McKinsey Award for his Harvard Business Review article "Regional Strategies for Global Leadership."

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