

How Asia Works Joe Studwell

In 1959 South Korea was mired in poverty. By 1979, it had a powerful industrial economy and a vibrant civil society that led to democracy eight years later. This volume examines the transformation as a study in the politics of modernization, contextualizing many historical ambiguities in South Korea's trajectory toward sustainable economic growth.

A much-needed behind-the-scenes survey of an emerging Asian power The eyes of the West have recently been trained on China and India, but Vietnam is rising fast among its Asian peers. A breathtaking period of social change has seen foreign investment bringing capitalism flooding into its nominally communist society, booming cities swallowing up smaller villages, and the lure of modern living tugging at the traditional networks of family and community. Yet beneath these sweeping developments lurks an authoritarian political system that complicates the nation's apparent renaissance. In this engaging work, experienced journalist Bill Hayton looks at the costs of change in Vietnam and questions whether this rising Asian power is really heading toward capitalism and democracy. Based on vivid eyewitness accounts and pertinent case studies, Hayton's book addresses a broad variety of issues in today's Vietnam, including important shifts in international relations, the growth of civil society, economic developments and challenges, and the nation's nascent democracy movement as well as its notorious internal security. His analysis of Vietnam's "police state," and its systematic mechanisms of social control, coercion, and surveillance, is fresh and particularly imperative when viewed alongside his portraits of urban and street life, cultural legacies, religion, the media, and the arts. With a firm sense of historical and cultural context, Hayton examines how these issues have emerged and where they will lead Vietnam in the next stage of its development.

Vogel brings masterly insight to the underlying question of why Japan and the little dragons--Taiwan, South Korea, Hong Kong, and Singapore--have been so extraordinarily successful in industrializing while other developing countries have not.

Until the catastrophic economic crisis of the late 1990s, East Asia was perceived as a monolithic success story. But heady economic growth rates masked the most divided continent in the world - one half the most extraordinary developmental success story ever seen, the other half a paper tiger. Joe Studwell explores how policies ridiculed by economists created titans in Japan, Korea and Taiwan, and are now behind the rise of China, while the best advice the West could offer sold its allies in South-East Asia down the economic river. The first book to offer an Asia-wide deconstruction of success and failure in economic development, Studwell's latest work is provocative and iconoclastic - and sobering reading for most of the world's developing countries. How Asia Works is a must-read book that packs powerful insights about the world's most misunderstood continent.

This thoughtful and challenging book affords an alternative vision of India's rise in the world. A freelance journalist in Asia and founding editor of China Economic Quarterly presents a detailed analysis of why the economies of some Asian countries have flourished while others have declined. 20,000 first printing.

How much further should the affluent world push its material consumption? Does relative dematerialization lead to absolute decline in demand for materials? These and many other questions are discussed and answered in Making the Modern World: Materials and Dematerialization. Over the course of time, the modern world has become dependent on unprecedented flows of materials. Now even the most efficient production processes and the highest practical rates of recycling may not be enough to result in dematerialization rates that would be high enough to negate the rising demand for materials generated by continuing population growth and rising standards of living. This book explores the costs of this dependence and the potential for substantial dematerialization of modern economies. Making the Modern World: Materials and Dematerialization considers the principal materials used

throughout history, from wood and stone, through to metals, alloys, plastics and silicon, describing their extraction and production.

South Korea has been quietly growing into a major economic force, even challenging Japan in some industries. This growth may be seen as an example of "late industrialization" and this book discusses this point.

A New Statesman best book of the year | New York Times Editors' Choice pick A Financial Times best economics book of 2019 An accessible, story-driven look at the future of the global economy, written by a leading expert To predict our future, we must look to the extremes. So argues the economist Richard Davies, who takes readers to the margins of the modern economy and beyond in his globe-trotting book. From a prison in rural Louisiana where inmates purchase drugs with prepaid cash cards to the poorest major city on earth, where residents buy clean water in plastic bags, from the world's first digital state to a prefecture in Japan whose population is the oldest in the world, how these extreme economies function—most often well outside any official oversight—offers a glimpse of the forces that underlie human resilience, drive societies to failure, and will come to shape our collective future. While the people who inhabit these places have long been dismissed or ignored, Extreme Economies revives a foundational idea from medical science to turn the logic of modern economics on its head, arguing that the outlier economies are the place to learn about our own future. Whether following Punjabi migrants through the lawless Panamanian jungle or visiting a day-care for the elderly modeled after a casino, Davies brings a storyteller's eye to places where the economy has been destroyed, distorted, and even turbocharged. In adapting to circumstances that would be unimaginable to most of us, the people he encounters along the way have helped to pioneer the economic infrastructure of the future. At once personal and keenly analytical, Extreme Economies is an epic travelogue for the age of global turbulence, shedding light on today's most pressing economic questions.

In the 19th century, the world was Europeanized. In the 20th century, it was Americanized. Now, in the 21st century, the world is being Asianized. The "Asian Century" is even bigger than you think. Far greater than just China, the new Asian system taking shape is a multi-civilizational order spanning Saudi Arabia to Japan, Russia to Australia, Turkey to Indonesia—linking five billion people through trade, finance, infrastructure, and diplomatic networks that together represent 40 percent of global GDP. China has taken a lead in building the new Silk Roads across Asia, but it will not lead it alone. Rather, Asia is rapidly returning to the centuries-old patterns of commerce, conflict, and cultural exchange that thrived long before European colonialism and American dominance. Asians will determine their own future—and as they collectively assert their interests around the world, they will determine ours as well. There is no more important region of the world for us to better understand than Asia – and thus we cannot afford to keep getting Asia so wrong. Asia's complexity has led to common misdiagnoses: Western thinking on Asia conflates the entire region with China, predicts imminent World War III around every corner, and regularly forecasts debt-driven collapse for the region's major economies. But in reality, the region is experiencing a confident new wave of growth led by younger societies from India to the Philippines, nationalist leaders have put aside territorial disputes in favor of integration, and today's infrastructure investments are the platform for the next generation of digital innovation. If the nineteenth century featured the Europeanization of the world, and the twentieth century its Americanization, then the twenty-first century is the time of Asianization. From investment portfolios and trade wars to Hollywood movies and university admissions, no aspect of life is immune from Asianization. With America's tech sector dependent on Asian talent and politicians praising Asia's glittering cities and efficient governments, Asia is permanently in our nation's consciousness. We know this will be the Asian century. Now we finally have an accurate picture of what it will look like. The days of rapid economic growth in China are over. Mounting debt and rising internal

distortions mean that rebalancing is inevitable. Beijing has no choice but to take significant steps to restructure its economy. The only question is how to proceed. Michael Pettis debunks the lingering bullish expectations for China's economic rise and details Beijing's options. The urgent task of shifting toward greater domestic consumption will come with political costs, but Beijing must increase household income and reduce its reliance on investment to avoid a fall. The growth and spread of non-governmental organizations (NGOs) at local and international levels has attracted considerable interest and attention from policy-makers, development practitioners, academics and activists around the world. But how has this phenomenon impacted on struggles for social and environmental justice? How has it challenged - or reinforced - the forces of capitalism and colonialism? And what political, economic, social and cultural interests does this serve? NGOization - the professionalization and institutionalization of social action - has long been a hotly contested issue in grassroots social movements and communities of resistance. This book pulls together for the first time unique perspectives of social struggles and critically engaged scholars from a wide range of geographical and political contexts to offer insights into the tensions and challenges of the NGO model, while considering the feasibility of alternatives.

In 1960, the GDP per capita of Southeast Asian countries was nearly half of that of Africa. By 1986 the gap had closed and today the trend is reversed, with more than half of the world's poorest now living in sub Saharan Africa. Why has Asia developed while Africa lagged? The Asian Aspiration chronicles the stories of explosive growth and changing fortunes: the leaders, events and policy choices that lifted a billion people out of abject poverty within a single generation, the largest such shift in human history. The relevance of Asia's example comes as Africa is facing a population boom, which can either lead to crisis or prosperity, and as Asia is again transforming, this time out of low-cost manufacturing into hi-tech, leaving a void that is Africa's for the taking. Far from the optimistic determinism of Africa Rising, this book calls for unprecedented pragmatism in the pursuit of African success.

An unprecedented and important insight into the secret world behind our economy. 40 or 50 families control the economies of Hong Kong, Singapore, Thailand, the Philippines and Indonesia. Their interests range from banking to property, from shipping to sugar, from vice to gambling. 13 of the 50 richest families in the world are in South East Asia yet they are largely unknown outside confined business circles. Often this is because they control the press and television as well as everything else. How do they do it? What are their secrets? And is it good news or bad for the places where they operate? Joe Studwell explosively lifts the lid on a world of staggering secrecy and shows that the little most people know is almost entirely wrong.

The relationship between government, virtue, and wealth has held a special fascination since Aristotle, and the importance of each frames policy debates today in both developed and developing countries. While it's clear that low-quality government institutions have tremendous negative effects on the health and wealth of societies, the criteria for good governance remain far from clear. In this pathbreaking book, leading political scientist Bo Rothstein provides a theoretical foundation for empirical analysis on the connection between the quality of government and important economic, political, and social outcomes. Focusing on the effects of government policies, he argues that unpredictable actions constitute a severe impediment to economic growth and development—and that a basic characteristic of quality government is impartiality in the exercise of power. This is borne out by cross-sectional analyses, experimental studies, and in-depth historical investigations. Timely and topical, *The Quality of Government* tackles such issues as political legitimacy, social capital, and corruption.

This open access book analyses the development problems of sub-Sahara Africa (SSA) from the eyes of a Korean diplomat with knowledge of the economic

growth Korea has experienced in recent decades. The author argues that Africa's development challenges are not due to a lack of resources but a lack of management, presenting an alternative to the traditional view that Africa's problems are caused by a lack of leadership. In exploring an approach based on mind-set and nation-building, rather than unity – which tends to promote individual or party interests rather than the broader country or national interests – the author suggests new solutions for SSA's economic growth, inspired by Korea's successful economic growth model much of which is focused on industrialisation. This book will be of interest to researchers, policymakers, NGOs and governmental bodies in economics, development and politics studying Africa's economic development, and Korea's economic growth model.

Analysis of Latin America's economy focusing on development, covering the colonial roots of inequality, boom and bust cycles, labor markets, and fiscal and monetary policy. Latin America is richly endowed with natural resources, fertile land, and vibrant cultures. Yet the region remains much poorer than its neighbors to the north. Most Latin American countries have not achieved standards of living and stable institutions comparable to those found in developed countries, have experienced repeated boom-bust cycles, and remain heavily reliant on primary commodities. This book studies the historical roots of Latin America's contemporary economic and social development, focusing on poverty and income inequality dating back to colonial times. It addresses today's legacies of the market-friendly reforms that took hold in the 1980s and 1990s by examining successful stabilizations and homemade monetary and fiscal institutional reforms. It offers a detailed analysis of trade and financial liberalization, twenty-first century-growth, and the decline in poverty and income inequality. Finally, the book offers an overall analysis of inclusive growth policies for development—including gender issues and the informal sector—and the challenges that lie ahead for the region, with special attention to pressing demands by the vibrant and vocal middle class, youth unemployment, and indigenous populations.

“A good read for anyone who wants to understand what actually determines whether a developing economy will succeed” (Bill Gates, “Top 5 Books of the Year”). An Economist Best Book of the Year from a reporter who has spent two decades in the region, and who The Financial Times said “should be named chief myth-buster for Asian business.” In *How Asia Works*, Joe Studwell distills his extensive research into the economies of nine countries—Japan, South Korea, Taiwan, Indonesia, Malaysia, Thailand, the Philippines, Vietnam, and China—into an accessible, readable narrative that debunks Western misconceptions, shows what really happened in Asia and why, and for once makes clear why some countries have boomed while others have languished. Studwell’s in-depth analysis focuses on three main areas: land policy, manufacturing, and finance. Land reform has been essential to the success of Asian economies, giving a kick-start to development by utilizing a large workforce and providing capital for

growth. With manufacturing, industrial development alone is not sufficient, Studwell argues. Instead, countries need “export discipline,” a government that forces companies to compete on the global scale. And in finance, effective regulation is essential for fostering, and sustaining growth. To explore all of these subjects, Studwell journeys far and wide, drawing on fascinating examples from a Philippine sugar baron’s stifling of reform to the explosive growth at a Korean steel mill. “Provocative . . . How Asia Works is a striking and enlightening book . . . A lively mix of scholarship, reporting and polemic.” —The Economist

Fed Up! tells the story of a global macro trader working amidst the greatest market panic we have seen since the Great Depression. As the COVID-19 pandemic spreads across the world, readers are taken through the late-stage decadence of an exuberant market bubble to the depths of the market crash and into the early innings of a recovery. It provides readers with a front row seat on trading activity, allowing them to experience the heartbeat of the markets. It’s also about money and opportunity. It’s about the moral dilemma of a man who is struggling as he reaches his own peak. Readers will experience the frenetic pace of life as a trader and will connect with the protagonist, experiencing his struggle to balance his personal values with the compromised values of the world around him. It shines a light on the largest policy issues confronting the U.S., while offering an entertaining and humorous look at the guys and gals who are the new market operators. This riveting account of the 2020 market crash from inside the mind of a global macro trader will serve as an exciting, nail-biting record of current times. It is about making fortunes while the world slips into misfortune. Will he beat the markets or will the markets beat him?

China's transition to a market economy has propelled its remarkable economic growth since the late 1970s. In this book, Nicholas R. Lardy, one of the world's foremost experts on the Chinese economy, traces the increasing role of market forces and refutes the widely advanced argument that Chinese economic progress rests on the government's control of the economy's "commanding heights." In another challenge to conventional wisdom, Lardy finds little evidence that the decade of the leadership of former President Hu Jintao and Premier Wen Jiabao (2003–13) dramatically increased the role and importance of state-owned firms, as many people argue. This book offers powerfully persuasive evidence that the major sources of China's growth in the future will be similarly market rather than state-driven, with private firms providing the major source of economic growth, the sole source of job creation, and the major contributor to China's still growing role as a global trader. Lardy does, however, call on China to deregulate and increase competition in those portions of the economy where state firms remain protected, especially in energy and finance.

"From an acclaimed historian and financial analyst, the first definitive history of the legendary private investment firm Brown Brothers Harriman - and through it, the rise to world power of the so-called American Establishment. Conspiracy theories have always swirled around Brown Brothers Harriman, and not without

reason. Throughout the 19th century, when America was convulsed by a devastating financial panic every generation, Brown Brothers quietly went from strength to strength, propping up the US financial system at crucial moments and catalyzing successive booms, from the cotton trade and the steam ship to the railroad, while avoiding unwelcome attention. By the turn of the 20th century, Brown Brothers was at the heart of what was meant by the American Establishment. As America's reach extended beyond its shores, Brown Brothers was there, often working hand in glove with the State Department, as in Nicaragua in the 1910's, when the firm was essentially empowered to take over the country's economy. To the Browns, virtuosity was a given; in that spirit they supported the elite institutions that forged successive generations of leaders. When, during the Great Depression, Brown Brothers ensured their strength by merging with Averell Harriman's investment bank to form Brown Brothers Harriman, the die was cast for the role the firm would play on the world stage during World War 2 and thereafter. Its core leadership cadre, including Harriman, Robert Lovett, and Prescott Bush, all Skull and Bones men from Yale, played a central role in erecting the architecture of the postwar order, with the US dollar at its heart. In *Inside Money*, Zachary Karabell offers the first full and frank look inside this very private institution as a prime mover in the larger American story. Blessed with complete access to the company's archives and a thrillingly strong grasp of the bigger picture, Karabell has written in effect an x-ray film of American power from 1818 to the present"--

Before markets opened in 1978, China was an impoverished planned economy governed by a Maoist bureaucracy. In just three decades it evolved into the world's second-largest economy and is today guided by highly entrepreneurial bureaucrats. In *How China Escaped the Poverty Trap*, Yuen Yuen Ang explains this astonishing metamorphosis. Rather than insist that either strong institutions of good governance foster markets or that growth enables good governance, Ang lays out a new, dynamic framework for understanding development broadly. Successful development, she contends, is a coevolutionary process in which markets and governments mutually adapt. By mapping this coevolution, Ang reveals a startling conclusion: poor and weak countries can escape the poverty trap by first harnessing weak institutions—features that defy norms of good governance—to build markets. Further, she stresses that adaptive processes, though essential for development, do not automatically occur. Highlighting three universal roadblocks to adaptation, Ang identifies how Chinese reformers crafted enabling conditions for effective improvisation. *How China Escaped the Poverty Trap* offers the most complete synthesis to date of the numerous interacting forces that have shaped China's dramatic makeover and the problems it faces today. Looking beyond China, Ang also traces the coevolutionary sequence of development in late medieval Europe, antebellum United States, and contemporary Nigeria, and finds surprising parallels among these otherwise disparate cases. Indispensable to all who care about development, this

groundbreaking book challenges the convention of linear thinking and points to an alternative path out of poverty traps.

Most global citizens are well aware of the explosive growth of the Chinese economy. Indeed, China has famously become the "workshop of the world." Yet, while China watchers have shed much light on the country's internal dynamics--China's politics, its vast social changes, and its economic development--few have focused on how this increasingly powerful nation has become more active and assertive throughout the world. In *China Goes Global*, eminent China scholar David Shambaugh delivers the book that many have been waiting for--a sweeping account of China's growing prominence on the international stage. Thirty years ago, China's role in global affairs beyond its immediate East Asian periphery was decidedly minor and it had little geostrategic power. Today however, China's expanding economic power has allowed it to extend its reach virtually everywhere--from mineral mines in Africa, to currency markets in the West, to oilfields in the Middle East, to agribusiness in Latin America, to the factories of East Asia. Shambaugh offers an enlightening look into the manifestations of China's global presence: its extensive commercial footprint, its growing military power, its increasing cultural influence or "soft power," its diplomatic activity, and its new prominence in global governance institutions. But Shambaugh is no alarmist. In this balanced and well-researched volume, he argues that China's global presence is more broad than deep and that China still lacks the influence befitting a major world power--what he terms a "partial power." He draws on his decades of China-watching and his deep knowledge of the subject, and exploits a wide variety of previously untapped sources, to shed valuable light on China's current and future roles in world affairs. A sweeping examination of contemporary Chinese consumer behavior explains the complex differences between Chinese and Western culture while revealing how marketers and businesses can take advantage of current opportunities.

Not sure how to start your drawing of a flamingo or a flying squirrel? Businessman? Bat? Baobab tree? *How to Draw Almost Everything* is here to help! With over 2,000 images, this visual reference book offers instructions for drawing animals, people, plants, food, everyday objects, buildings, vehicles, clothing, and more. The section on people gives simple tricks for showing emotion (angry, surprised) and action (skipping, doing a handstand). There's also a section on clothing that shows how to draw coats and jackets, shoes and boots, bell-bottoms and skinny jeans. From tricycles to tanker trucks, the book gives tips on drawing all kinds of moving vehicles. At the end of each chapter, author and artist Chika Miyata challenges you to synthesize what you've learned and create a scene. At the end of the chapter on animals, the challenge is to draw a zoo. At the end of the chapter on food, the challenge is to keep an illustrated food journal. Each entry is broken down with step-by-step illustrations, making this book perfect for beginners or experienced artists in need of a quick refresher and a great resource for those who want to express themselves through illustration or cartooning.

If you want to outsmart a crook, learn his tricks—Darrell Huff explains exactly how in the classic *How to Lie with Statistics*. From distorted graphs and biased samples to misleading averages, there are countless statistical dodges that lend cover to anyone with an ax to grind or a product to sell. With abundant examples and illustrations, Darrell Huff's lively and engaging primer clarifies the basic principles of statistics and explains how they're used to present information

in honest and not-so-honest ways. Now even more indispensable in our data-driven world than it was when first published, *How to Lie with Statistics* is the book that generations of readers have relied on to keep from being fooled.

How Asia Works Success and Failure in the World's Most Dynamic Region Grove Press International Bestseller One of Foreign Policy's "21 Books to Read in 2012" A Publishers Weekly Top 10 Business Book "The best book on global economic trends I've read in a while."—Fareed Zakaria, CNN GPS To identify the economic stars of the future we should abandon the habit of extrapolating from the recent past and lumping wildly diverse countries together. We need to remember that sustained economic success is a rare phenomenon. After years of rapid growth, the most celebrated emerging markets—Brazil, Russia, India, and China—are about to slow down. Which countries will rise to challenge them? In his best-selling book, writer and investor Ruchir Sharma identifies which countries are most likely to leap ahead and why, drawing insights from time spent on the ground and detailed demographic, political, and economic analysis. With a new chapter on America's future economic prospects, *Breakout Nations* offers a captivating picture of the shifting balance of global economic power among emerging nations and the West.

Conquering the dating market—from an economist's point of view After more than twenty years, economist Paul Oyer found himself back on the dating scene—but what a difference a few years made. Dating was now dominated by sites like Match.com, eHarmony, and OkCupid. But Oyer had a secret weapon: economics. It turns out that dating sites are no different than the markets Oyer had spent a lifetime studying. Monster.com, eBay, and other sites where individuals come together to find a match gave Oyer startling insight into the modern dating scene. The arcane language of economics—search, signaling, adverse selection, cheap talk, statistical discrimination, thick markets, and network externalities—provides a useful guide to finding a mate. Using the ideas that are central to how markets and economics and dating work, Oyer shows how you can apply these ideas to take advantage of the economics in everyday life, all around you, all the time. For all online daters—and for anyone else swimming in the vast sea of the information economy—this book uses Oyer's own experiences, and those of millions of others, to help you navigate the key economic concepts that drive the modern age.

The present is a contest between the bright and dark sides of discovery. To avoid being torn apart by its stresses, we need to recognize the fact—and gain courage and wisdom from the past. *Age of Discovery* shows how. Now is the best moment in history to be alive, but we have never felt more anxious or divided. Human health, aggregate wealth and education are flourishing. Scientific discovery is racing forward. But the same global flows of trade, capital, people and ideas that make gains possible for some people deliver big losses to others—and make us all more vulnerable to one another. Business and science are working giant revolutions upon our societies, but our politics and institutions evolve at a much slower pace. That's why, in a moment when everyone ought to be celebrating giant global gains, many of us are righteously angry at being left out and stressed about where we're headed. To make sense of present shocks, we need to step back and recognize: we've been here before. The first Renaissance, the time of Columbus, Copernicus, Gutenberg and others, likewise redrew all maps of the world, democratized communication and sparked a flourishing of creative achievement. But their world also grappled with the same dark side of rapid change: social division, political extremism, insecurity, pandemics and other unintended consequences of discovery. Now is the second Renaissance. We can still flourish—if we learn from the first. There is a quiet revolution that is radically reshaping the Muslim world: 50 million women have entered the workforce and are upending their countries' economies and societies. Longlisted for the FT & McKinsey Business Book of the Year Award Across the Muslim world, ever greater numbers of women are going to work. In the span of just over a decade, millions have

joined the workforce, giving them more earning and purchasing power and greater autonomy. In *Fifty Million Rising*, award-winning economist Saadia Zahidi illuminates this discreet but momentous revolution through the stories of the remarkable women who are at the forefront of this shift--a McDonald's worker in Pakistan who has climbed the ranks to manager; the founder of an online modest fashion startup in Indonesia; a widow in Cairo who runs a catering business with her daughter, against her son's wishes; and an executive in a Saudi corporation who is altering the culture of her workplace; among many others. These women are challenging familial and social conventions, as well as compelling businesses to cater to women as both workers and consumers. More importantly, they are gaining the economic power that will upend entrenched cultural norms, re-shape how women are viewed in the Muslim world and elsewhere, and change the mindset of the next generation. Inspiring and deeply reported, *Fifty Million Rising* is a uniquely insightful portrait of a seismic shift with global significance, as Muslim women worldwide claim a seat at the table.

The former Executive Vice President of Walt Disney World shares indispensable Rules for serving customers with consistency, efficiency, creativity, sincerity, and excellence. Lee Cockerell knows that success in business--any business--depends upon winning and keeping customers. In 39 digestible, bite-sized chapters, Lee shares everything he has learned in his 40+ year career in the hospitality industry about creating an environment that keeps customers coming back for more. Here, Lee not only shows why the customer always rules, but also the Rules for serving customers so well they'll never want to do business with anyone but you. For example: Rule #1: Customer Service Is Not a Department Rule #3: Great Service Follows the Laws of Gravity Rule #5: Ask Yourself "What Would Mom Do?" Rule #19: Be a Copycat Rule #25. Treat Every Customer like a Regular Rule #39: Don't Try Too Hard As simple as they are profound, these principles have been shown to work in companies as large as Disney and as small as a local coffee shop; from businesses selling cutting-edge technologies like computer tablets to those selling products as timeless as shoes and handbags; at corporations as long-standing as Ford Motors and those as nascent as a brand new start-up. And they have been proven indispensable at all levels of a company, from managers responsible for hiring and training employees, setting policies and procedures, and shaping the company culture to front line staff who deal directly with clients and customers Chock-full of universal advice, applicable online and off, *The Customer Rules* is the essential handbook for service excellence everywhere.

In *Restart*, Mihir S. Sharma shows what can and must change in India's policies, its administration and even its attitudes. The answers he provides are not obvious. Nor are they all comforting or conventional. Yet they could, in less time than you can imagine, unleash the creativity of a billion hopeful Indians.

The Man Who Fed the World provides a loving and respectful portrait of one of America's greatest heroes. Nobel Peace Prize recipient for averting hunger and famine, Dr. Norman Borlang is credited with saving hundreds of millions of lives from starvation--more than any other person in history? Loved by millions around the world, Dr. Borlang is recognized as one of the most influential men of the twentieth century.

These Everyman's Library Pocket Poets hardcover editions are popular for their compact size and reasonable price which do not compromise content. *Poems: Keats* contains a full selection of Keats's work, including his lyric poems, narrative poems, letters, and an index of first lines. *A chronicle of Asia's economic rise* evaluates the contributions of nine countries while considering the roles of such factors as outsourcing to Asia, the transition of successful Asian companies to global corporations, technical changes, and global economic shifts. 35,000 first printing.

"If you're as interested in Japan as I am, I think you'll find that *The Power to Compete* is a smart and thought-provoking look at the future of a fascinating country." - Bill Gates, "5 Books

to Read This Summer" Father and son – entrepreneur and economist – search for Japan's economic cure The Power to Compete tackles the issues central to the prosperity of Japan – and the world – in search of a cure for the "Japan Disease." As founder and CEO of Rakuten, one of the world's largest Internet companies, author Hiroshi Mikitani brings an entrepreneur's perspective to bear on the country's economic stagnation. Through a freewheeling and candid conversation with his economist father, Ryoichi Mikitani, the two examine the issues facing Japan, and explore possible roadmaps to revitalization. How can Japan overhaul its economy, education system, immigration, public infrastructure, and hold its own with China? Their ideas include applying business techniques like Key Performance Indicators to fix the economy, using information technology to cut government bureaucracy, and increasing the number of foreign firms with a head office in Japan. Readers gain rare insight into Japan's future, from both academic and practical perspectives on the inside. Mikitani argues that Japan's tendency to shun international frameworks and hide from global realities is the root of the problem, while Mikitani Sr.'s background as an international economist puts the issue in perspective for a well-rounded look at today's Japan. Examine the causes of Japan's endless economic stagnation Discover the current efforts underway to enhance Japan's competitiveness Learn how free market "Abenomics" affected Japan's economy long-term See Japan's issues from the perspective of an entrepreneur and an economist Japan's malaise is seated in a number of economic, business, political, and cultural issues, and this book doesn't shy away from hot topics. More than a discussion of economics, this book is a conversation between father and son as they work through opposing perspectives to help their country find The Power to Compete.

The twenty-first century has been dubbed the Asian Century. Highlighting diverse thinker-politicians rather than billionaire businessmen, Makers of Modern Asia presents eleven leaders who theorized and organized anticolonial movements, strategized and directed military campaigns, and designed and implemented political systems.

Reimagining India brings together leading thinkers from around the world to explore the challenges and opportunities faced by one of the most important and least understood nations on earth. India's abundance of life—vibrant, chaotic, and tumultuous—has long been its foremost asset. The nation's rising economy and burgeoning middle class have earned India a place alongside China as one of the world's two indispensable emerging markets. At the same time, India's tech-savvy entrepreneurs and rapidly globalizing firms are upending key sectors of the world economy. But what is India's true potential? And what can be done to unlock it? McKinsey & Company has pulled in wisdom from many corners—social and cultural as well as economic and political—to launch a feisty debate about the future of Asia's "other superpower." Reimagining India features an all-star cast of contributors, including CNN's Fareed Zakaria; Mukesh Ambani, CEO of India's largest private conglomerate; Microsoft founder Bill Gates; Google chairman Eric Schmidt; Harvard Business School dean Nitin Nohria; award-winning authors Suketu Mehta (Maximum City), Edward Luce (In Spite of the Gods), and Patrick French (India: A Portrait); Nandan Nilekani, Infosys cofounder and chairman of the Unique Identification Authority of India; and a host of other leading executives, entrepreneurs, economists, foreign policy experts, journalists, historians, and cultural luminaries. These essays explore topics like the strengths and weaknesses of India's political system, growth prospects for India's economy, the competitiveness of Indian firms, India's rising international profile, and the rapid evolution of India's culture. Over the next decade India has the opportunity to show the rest of the developing world how open, democratic societies can achieve high growth and shared prosperity. Contributors offer creative strategies for seizing that opportunity. But they also offer a frank assessment of the risks that India's social and political fractures will instead thwart progress, condemning hundreds of millions of people to enduring poverty. Reimagining India is a critical resource for readers seeking to

understand how this vast and vital nation is changing—and how it promises to change the world around us.

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