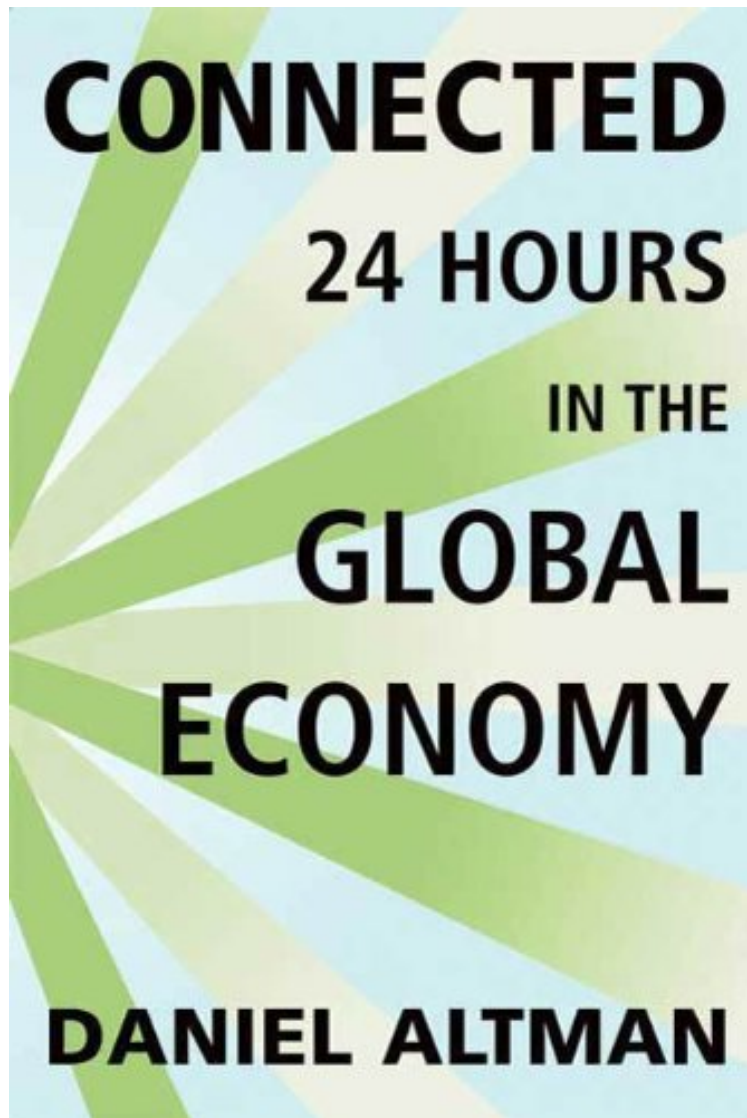


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## Connected: 24 Hours in the Global Economy

*Daniel Altman*

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**Daniel Altman : Connected: 24 Hours in the Global Economy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Connected: 24 Hours in the Global Economy:

1 of 1 people found the following review helpful. A bit too dry, but solid in the fundamentalsBy Edward J. BartonThis is a pretty dry "audio" (I "read" the unabridged audiobook) presentation of 24 hours in the global economy. The material itself is technically solid, interesting to the economically minded, and has more than enough detail and explanation to allow the reader to see the interaction among all of the various elements of the global economy, as well as get an appreciation for the size and complexity of what happens on one given day (June 15). The downside is that the material isn't particularly engaging. Probably a read (or listen) appropriate to the econophile or business junkie

who wants to appreciate the complexities of the global economy. However, if this isn't your bag of beans, the approach here won't really turn you on to the subject.

2 of 3 people found the following review helpful. The Importance of Being Well-Connected By Izaak Van Gaalen Whatever one's views of globalization: whether one is a free-market fundamentalist or an anti-globalization protester, one thing is certain, global trade is here to stay. Globalization is not something that is controlled by governments or large corporations - though they are influential - rather it is driven by technology. Technology allows investors, consumers, workers, managers, etc. to connect and interact with their counterparts all over the globe. As Daniel Altman explains in his new book, this interconnectedness is growing more complex by the day. To show how this web of interconnectedness is being woven, Altman chooses a random day, June 15 2005, and gives 14 snapshots from around the world. He updates the old cog-in-the-machine metaphor of the laborer with a new globally connected and empowered knowledge worker. Here he follows the footsteps of Thomas Friedman in *The World Is Flat: A Brief History of the Twenty-first Century*. On this given day we see how the entire world is on a quest for better connections to buy products and to get information from around the world. Each chapter begins with a news story or an email about a specific event. He then shows how this particular story relates to the larger global economy. This is the economist zooming in and out from the micro to the macro. This method reminds me of current events day in grade school when we brought newspaper clippings to school for discussion and possibly some insights into the larger picture. One of the more interesting chapters was Altman's story about Intel's business in Vietnam. In this case a Communist government worked to Intel's advantage since they have monopoly of business within the country. Intel's and the government's goals were basically the same: they both wanted computers in the hands of as many people as possible. The larger issues that Altman discusses are the pros and cons of a MNC investment in a country such as Vietnam, the role the government should play, and to the extent to which they should let Intel run the business. Altman goes on to discuss how Beijing takes advantage of foreign MNC's. Beijing allows foreign companies to buy shares in state companies so that those companies can learn international accounting practices before they are listed on foreign exchanges. By outsourcing their business laws and practices, Beijing is actually sidestepping some very sensitive and difficult issues by letting outsiders write the rules. This is a very clever on their part maneuver since no one has to take responsibility in case there are some failures. This book does not have the answers to the big questions, it is only a day-in-the life of the global economy. It does do a good job of showing the globalness of the big issues. It also illustrates why it is important for everyone to get well-connected if they are looking for new opportunities or if they simply want to remain relevant.

3 of 3 people found the following review helpful. You do the Thinking: Lessons on Global Economics By Dennis DeWilde By now, we all know that "The World is Flat", and globalization (whatever that really means), is a fact, like it or not. But do we really understand global connections? In this interesting production of 14 magazine formatted articles - interjected with educational pieces on credit markets and currency, world stock markets, and oil's economic importance - economic writer, Daniel Altman asks the reader to do some thinking about how the global economics work. Altman asks 14 different questions with regard to global economics, and then does some educating on the subject using real time (15 June 2005) situations to argue both sides of the question. If you are interested in, "Who really controls the world's money supply?" or, "Is immigration a luxury or a necessity?" then you will find this book of interest. Altman does not attempt to connect the dots for you, but the questions and the stories should give you 'food for thought' about the development of our global economy. As the book is constructed using an article format, it is an easy read, even if the subjects are a bit on the 'heavy' side. If you are a fan of *The Economist* magazine, this is a book for you. Dennis DeWilde, author of "The Performance Connection"

What if you could look behind the headlines of the global economy to see how it really worked? Instead of listening to pundits, politicians, and protestors, you could see firsthand how everyone from migrant workers to central bank governors lived their lives. Then you could decide for yourself where the big trends were heading. Now you can. *Connected: 24 Hours in the Global Economy* isn't another polemic for or against globalization. Daniel Altman takes you on a whirlwind journey through more than a dozen cities, gathering points of view from moguls, ministers, and the men and women on the street. At each stop, you'll hear how the world's workers played their parts in the events of a single day. Starting with their stories, related in their own words, you'll take on pressing questions in new ways: Can poor countries become rich too quickly? Can corruption ever be a good thing? Do companies need crises in order to stay competitive? What determines the global economic pecking order? Most important, you'll learn how the billions of decisions made by individuals can and do change the future. *Connected: 24 Hours in the Global Economy* is part travel guide, part owner's manual; an absorbing, accessible, and essential road map for every citizen of the global economy in the twenty-first century.