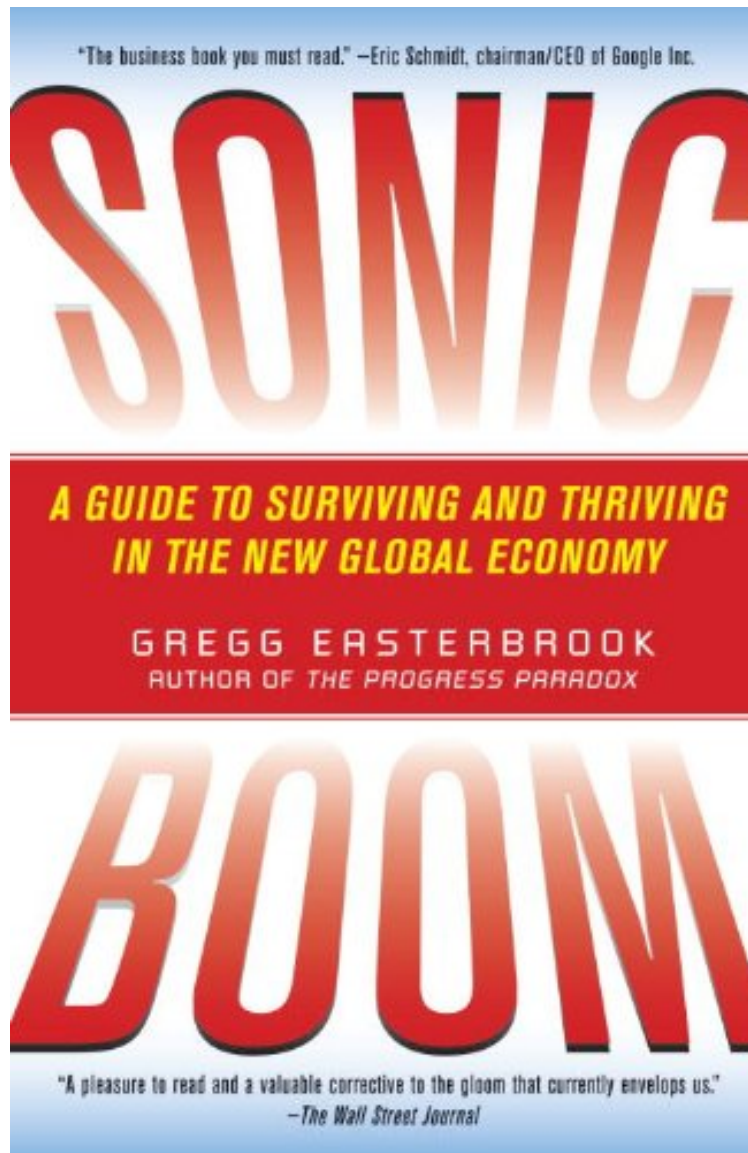


[Free download] Sonic Boom: Globalization at Mach Speed

## Sonic Boom: Globalization at Mach Speed

*Gregg Easterbrook*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#1158906 in eBooks 2009-12-01 2009-12-29 File Name: B002ZAJIPQ | File size: 54.Mb

**Gregg Easterbrook : Sonic Boom: Globalization at Mach Speed** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sonic Boom: Globalization at Mach Speed:

0 of 0 people found the following review helpful. Read it and feel up with the times. By Pat Pope Rockett When I saw the title, I was not eager to read the book, but as I read each chapter I realized that all literate people should read it. It expands your horizons and helps you to understand future possibilities for our new set of technical objects. All youngsters should read it to feel up with the possibilities of the future of our world and how our new equipment can be used in this world. It is a rather a short read but full of information that all educated persons should know. Patricia

Pope Rockett4 of 4 people found the following review helpful. Broad Statements Made Caused Me To Doubt the authorBy Nerd ExtraordinaireWas really looking forward to this one, but there is such a lack of legitimacy to the bold statements made about both the future and the past that I couldn't take it seriously at any point. If a history professor would go through and remove the painfully obvious weak points, I've love to try it again. It's a disappointment because there are plenty of valid and exciting points made that get drowned by the euphoric statements about the near future and false claims about history. Damn!0 of 0 people found the following review helpful. Discusses the speed of change of business and societyBy Scott DouglasEasterbrook discusses the speed of change of business and society. Most of his observations are based upon solid statistics. It's an interesting book to read for the insights into future trends and the analysis of past trends.

What can a spell-checker tell you about economic trends? Why is the world's supply of ideas about to double? What did America get right in the nineteenth century that it's getting wrong in the twenty-first? If Karl Marx were alive today, would he be hosting a show on Fox News?These are just a few of the provocative questions asked by Sonic Boom, a (mainly) optimistic look at the near future. Sonic Boom tells why the world's economy is likely to be just fine, with prosperity increasing; why globalization will soon drive us even crazier than it does today; why "a chaotic, raucous, unpredictable, stress-inducing, free, prosperous, well-informed, and smart future is coming." The book is rich with specific examples and advice on how to navigate your own way through the craziness that's ahead. Forbes calls Gregg Easterbrook "the best writer on complex topics in the United States," and Sonic Boom will show you why.

.com Gregg Easterbrook on Sonic Boom Probably the international recession is ending--so what comes next? A Sonic Boom is what comes next. Dramatic global economy growth is likely to resume, especially in the developing world, where growth is needed most. Prosperity should start back upward. Goods and service will continue getting better and cheaper. That's the boom part. But job anxiety and economic insecurity will accelerate, too. Even as the global economy recovers, we may not feel especially good, because economic change will keep coming faster. That's the sonic part. A sonic boom is powerful, but also nerve-shattering. History teaches that when some crisis interrupts larger trends, as soon as the crisis concludes, the larger trends resume. Before the international economic crisis that began in late 2007, the larger trends were robust global growth and rising economic insecurity. Look for both trends to resume in a Sonic Boom world. Many aspects of a Sonic Boom world will be wonderful. Faster, cheaper communication; easy global access to information and knowledge; rapid innovation, including for green energy; increasing freedom, especially women's freedom; greater awareness of other cultures. Women's freedom will itself double the world's supply of ideas! And the more we know about each other, the less nations and cultures will fear each other, meaning militarism should decline. But the same forces bringing about better products at lower prices, and improved communication and cultural exchange, will make jobs less secure. It's not just autoworkers in Indiana--soon everyone everywhere will feel insecure about his or her source of income, even if the economy is basically fine. And does globalization drive you crazy? Then brace yourself: globalization has barely gotten started. A decade from now, the world will be far more globally integrated. That's good (ease of communication, improved understanding of other cultures) and bad (businesses will come into and go out of existences even faster). Here are some important considerations for the Sonic Boom: Network effects are just getting started. You may already be sick of the Internet--but it's still in infancy. We will soon be more globally linked than today. Universal high school must be replaced by universal college. A century ago, school was mandatory until age 16; adjust for rising life expectancy, and school should now be mandatory until age 23. In a technological world, college is far more valuable to a nation than petroleum; the United States needs a sweeping commitment to everyone attending some college. The Microsoft Word Test. I typed a misspelling of "Ljubljana" on my laptop, and Word provided the correct spelling. You know where Ljubljana is, don't you? Yours is better--it is becoming an economic player. In the Sonic Boom era, any nation or city whose correct spelling is recognized by Microsoft Word is a place that may cause economic commotion by, oh, tomorrow morning. The Super Bowl of Stress. It's approaching. Stability is the underdog! A chaotic, raucous, unpredictable, stress-inducing, free, prosperous, well-informed and very smart future is coming. Sonic Boom provides a guide to what to expect--and how to cope.--Gregg Easterbrook From BooklistEasterbrook is the author of six books and contributing editor to the Atlantic Monthly and the New Republic. In his previous book, *The Progress Paradox: How Life Gets Better While People Feel Worse* (2003), he argued that, by all standards, American life has been getting better and better for generations, and compelled us to utilize our prosperity to improve the lives of the disenfranchised around the world. Here he extends his theory to the now-familiar territory of globalization, showing how since World War II the greatest nations of the world have put more of their resources into economic growth and less into military spending. According to Easterbrook, this has all been fueled by reductions in import tariffs and relaxed trade restrictions. Although the current global downturn puts a chink in the armor of his case, he still claims that the larger trend will continue to put pressure on nations to reduce violent conflict, increase the rights of women, and convert to free-market democracies.

Easterbrook's power of economic positive thinking allows the reader to step back from the gloom and look at the larger picture. --David Siegfried "A book that is both a pleasure to read and a valuable corrective to the gloom that currently envelopes us...Easterbrook tells his story well, with social portraiture, striking facts and sharp anecdotes aimed at puncturing common misconceptions about economic change...As for the economic crisis that has just nearly ruined us, Mr. Easterbrook reminds us, in one of the many aperçus that enliven "Sonic Boom," that capitalism is the only economic system in history that is rendered stronger by its own instability." - Wall Street Journal, 12/29/09 "Sonic Boom is the thinking person's Future Shock." Carl Schramm, President, Ewing Marion Kauffman Foundation "Sonic Boom is the business book you must read" --Eric Schmidt, Chairman/CEO of Google Inc. "I strongly recommend this book to everyone who wants deep insights into the future without either excessive optimism or pessimism." --Gary Becker, University of Chicago economist, winner of the Nobel Prize in Economics and Presidential Medal of Freedom "Better than any other, this book explains why the future of our world is still a globalized future, one in which the increasing speed of change will directly affect us all. If you read Thomas Friedman's The World Is Flat, you must read Sonic Boom, because this book is the next step." --Tyler Cowen, Holbert C. Professor of Economics at George Mason University, and co-Founder, Marginalrevolution.com From the Hardcover edition.