



Globalisation Laid Bare: Lessons in International Business

By Richard Branson, Niall Ferguson, Vince Cable, Amartya K. Sen, Alan Greenspan

Gibson Square Books Ltd. Paperback. Book Condition: new. BRAND NEW, Globalisation Laid Bare: Lessons in International Business, Richard Branson, Niall Ferguson, Vince Cable, Amartya K. Sen, Alan Greenspan, In the past decade we reaped the benefits of unprecedented globalisation without giving it much thought. This changed when the easy flow of money around the world ceased. For the first time, globalisation turned into a phenomenon whose fortunes all of us have to understand. What is the ethical stance that the world should take on globalisation? How are lives and businesses influenced through international trade when ideas, goods and funding are adopted by other cultures? Introduced by Sir Richard Branson, "Globalisation Laid Bare" asks for much-needed illumination from world experts in the West and Asia—from former Federal Reserve Chairman Alan Greenspan to Ecofeminist Dr Vandana Shiva. These fourteen experts identify the core insights that drive globalisation, and where we should look for answers.

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