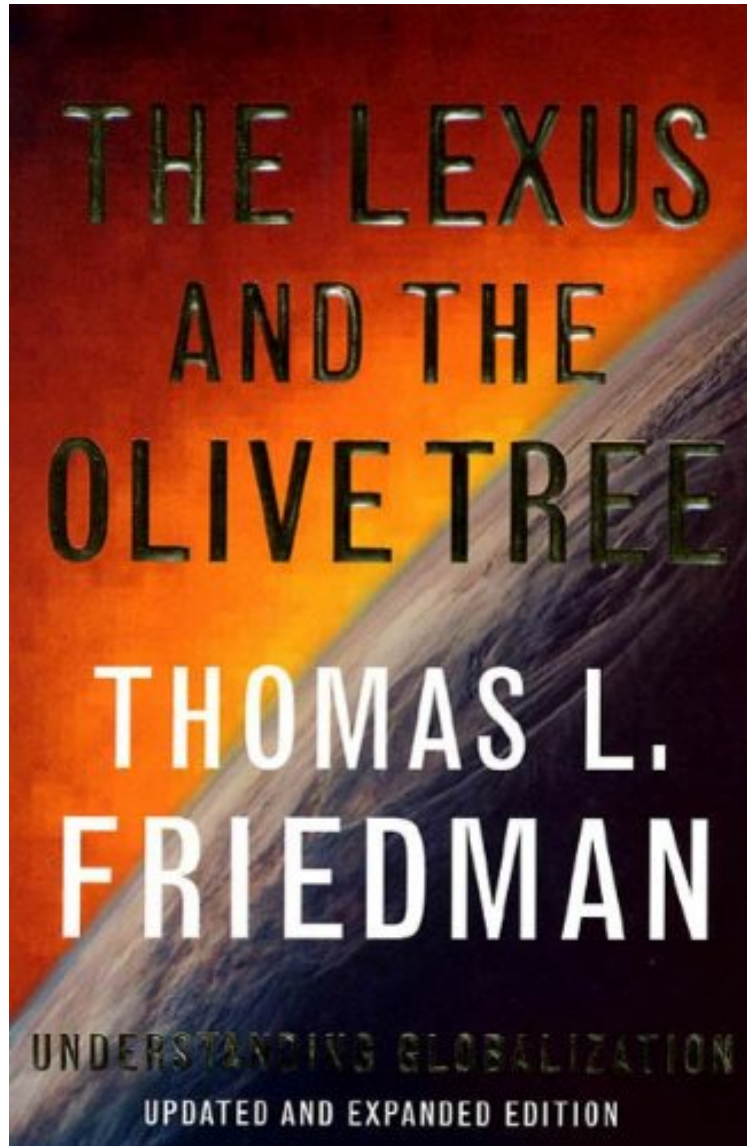


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The Lexus and the Olive Tree: Understanding Globalization

Thomas L. Friedman

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Thomas L. Friedman : The Lexus and the Olive Tree: Understanding Globalization before purchasing it in order to gage whether or not it would be worth my time, and all praised The Lexus and the Olive Tree: Understanding Globalization:

1 of 1 people found the following review helpful. This book is just amazing. Had to buy it for my Global Business ...By mvdpThis book is just amazing. Had to buy it for my Global Business MBA class and really enjoyed it. Surely outdated, but follows its concept. It will definitely be a good read in about 20 years!3 of 3 people found the following review helpful. Fun read, but repetitive and outdatedBy Michael DulinThis book is clearly a product of the 1990s -

optimistically thinking that capitalism and American-led globalization will solve all our problems. Written just 8 years after the collapse of the Soviet Union, he was obviously influenced by Francis Fukuyama's "End of History". The Great Recession had proven the techno-Utopian ideas in the book wrong, and Karl Marx is far from irrelevant to my generation the Millennials, to whom globalization offers a very bleak future. Still, I think it's an important book to read to understand where neoliberals are coming from. Friedman is pretty compassionate for one of their kind. 0 of 0 people found the following review helpful. One Man's Review of The Lexus and the Olive Tree - Simultaneously Educational and Depressing By Wallace J. Tubell In my view, Thomas Friedman has the world's best understanding of the inter-relationships between and among economics, globalization, technology, culture and history. He also has the ability to communicate his understanding of these forces and how they affect nations and sectarian groups as well as individuals. His understanding of the Middle East is especially strong and impressive. Although I thoroughly enjoyed reading The Lexus and the Olive Tree, and I felt that it really educated me on some very important subjects, the second half of the book was somewhat depressing to me; it seemed to indicate that globalization was taking the world into a constantly changing Darwinistic state of "survival of the fittest, a state that would hurt many nations and people.

A brilliant investigation of globalization, the most significant socioeconomic trend in the world today, and how it is affecting everything we do-economically, politically, and culturally-abroad and at home. As foreign affairs columnist for The New York Times, Thomas L. Friedman crisscrosses the globe talking with the world's economic and political leaders, and reporting, as only he can, on what he sees. Now he has used his years of experience as a reporter and columnist to produce a pithy, trenchant, riveting look at the worldwide market forces that are driving today's economies and how they are playing out both internationally and locally. Globalization is the technologically driven expression of free-market capitalism, and as such is essentially an American creation. It has irrevocably changed the way business is done and has raised living standards throughout the world. But powerful local forces-of religion, race, ethnicity, and cultural identity-are in competition with technology for the hearts and minds of their societies. Finding the proper balance between the Lexus and the olive tree is the great game of globalization-and the ultimate theme of Friedman's challenging, provocative book, essential reading for all who care about how the world really works.