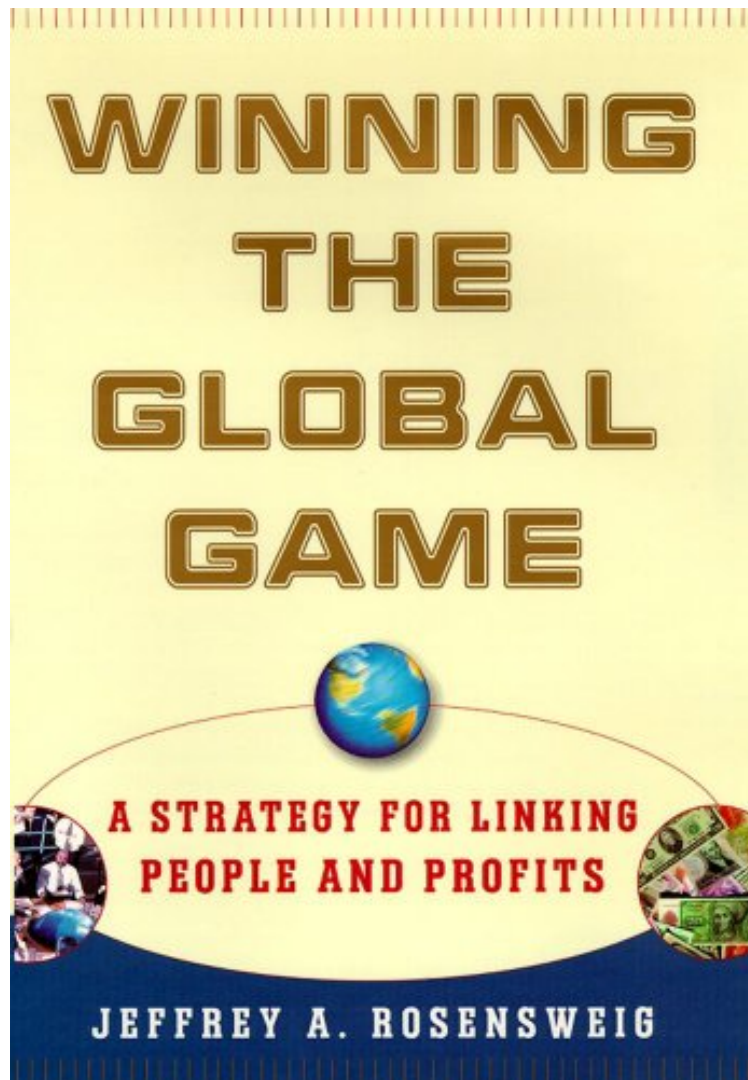


Winning the Global Game: A Strategy for Linking People and Profits

Jeffrey Rosensweig

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Jeffrey Rosensweig : Winning the Global Game: A Strategy for Linking People and Profits before purchasing it in order to gage whether or not it would be worth my time, and all praised Winning the Global Game: A Strategy for Linking People and Profits:

3 of 4 people found the following review helpful. Clear and Useful Even for the Not-So-Business SavvyBy A CustomerI am not a business student or executive, but President Carter's back cover review intrigued me enough to buy Rosensweig's book. What a wonderful surprise! I found the book to be incredibly insightful. There are two aspects of the book that I would highlight: its lucidity and its thoroughness. Rosensweig has a unique ability to speak to the

layman and the expert alike. By combining graphs and charts with specific examples and a clear writing style, Rosensweig has produced a book that is both readable and informative. Indeed, the fluidity of the text made it a joy to read. In addition to being well written, the other reason that I highly recommend Rosensweig's book is because it is so comprehensive. He is comfortable and informed at various levels of analysis. The book moves from a view of the global economy, down to individual nations and specific corporations. Then at the end, Rosensweig discusses strategies for individual career development. The result is that all the bases are covered, from a picture of the global economy on down to what you as an individual can do to get yourself into the "global game." While "Global Game," is part of the title, more important to me was the idea of "connecting people with profits." Just as this phrase is a subtitle that underlines the title, the idea is also a sub-theme that underlies the book. Rosensweig's insight is that companies can do well while at the same time doing good. I could not think of a more timely message for the 21st century and the emerging global economy.

1 of 3 people found the following review helpful. A fresh approach to global economy. By aavo.kokk@ekspress.ee

Winning the Global Game Jeffrey A. Rosensweig

The book presents one great discovery, what is well above the average. So it is worth of reading. But if you want to learn how the global economy is structured in next 50 years and if your business depends on global developments the reading is vital. Rosensweig likes models, what the readers not speaking about students, normally do not like. But he also likes clarity and simple sentences. So what you have in the book, is a lot of figures and scientific accuracy, but all of it in clear and easy to follow form. The conventional knowledge is that the population of developed nations compared to developing nations is declining. And if you take the standard population and output statistics then you have to agree with it. But if you forget the national statistics and try to look on the world as set of economic regions the result is different. And this is what Rosensweig actually does. Few years ago US former labor secretary Robert Reich in his book "The Work of Nations" and Japanese management thinker Kenjiti Ohmae in his book "The End of the Nation State: The Rise of National Economies" argued that thinking in the terms of nation states is not valid any more. Economic regions are more important to describe the new world economic development. Now we see Rosensweig to use the concept. His discovery is that if by year 2000 the share of developed regions in the world population is 33.8%, then by year 2010 it will be 44%. Why so? Simple, you just have to ignore the nation states and look on huge emerging countries as China for example just as set of regions. The result is that you see some of regions belonging to almost developed industrial world and some of them to rather poor agricultural world. Rosensweig also briefly describes how it is possible for the nations to get out vigorous circle of generating the poverty. But what is especially important he presents the examples of the nations who could do it.

3 of 3 people found the following review helpful. Inspiring for the entrepreneurial spirit

By Jonathan S. Warner

After reading Jeffery Rosenweig's inspiring book, I wanted to go home and begin working on a proposal for my new international company--now I just need a product or service, any ideas? Seriously, I think this book is a must-read for anyone expanding his or her business in the international arena. Being a natural poster boy for ADHD, the first section of his book was difficult for me to get through with all of the demographic data, population charts, etc. The second part of the book focuses more on his strategy for making things happen--really cool. I especially like the chapter on the future skills needed for the successful executive--very inspiring. Where I think Jeff misses the mark a little is on a strategy for dealing with people in all of this; i.e. local populations, cultures, governments, etc. He is an economist and not a social scientist so this is understood. I read this book on recent trip to Japan so it is not difficult to get through. Enjoy!

In the 21st century global economy, emerging nations will provide almost half of the potential customers for western goods and services, concludes international business expert Jeffrey A. Rosensweig. Drawing on extensive research, Rosensweig contends that firms with truly global strategies will profit from the untapped resources of emerging markets and at the same time improve the living standards of the world's poor. Dismissing the doomsday scenario that so-called Third World nations will continue to be mired in poverty, he argues persuasively that western executives must break out of the mindset that profitable ventures can only be found within the "Triad" of the United States, Europe, and Japan. Rosensweig reminds us that American exports to emerging nations have tripled since 1986. He projects that, by the year 2010, the world will contain six great regional economies -- four of them in Asia -- and that three of every eight middle-class consumers will reside in the developing world. In clear, nontechnical language, he explains how executives can identify trends of globalization and apply them to business strategy, particularly to what he calls a "time-phased" global strategy for synchronizing a firm's investments with the progress of emerging middle classes. Winning the Global Game demonstrates that adopting a global perspective now is a win-win strategy that links people and profits. It will be important reading for all multinational executives and managers in firms which are going global. The chapter on 21st century personal career strategy will appeal particularly to the aspiring global executive.