Seeing the Elephant. Understanding Globalization from Trunk to Tail

Description: Thanks to globalization, more countries depend on each other for trade, capital, and ideas than ever before. Yet politically, these countries are drifting further apart. In Seeing the Elephant, author and emerging markets expert Peter Marber describes how increasing economic integration and the rise of new actors is drastically altering the geopolitical landscape, and offers insights on how the US can maintain a leading role in the 21st century and beyond.

While America remains the single most important economy today, rising economic powerhouses — China, Russia, India, Brazil and others — bring a diverse set of interests to the table that the US cannot afford to ignore, Marber explains. Moreover, globalization has created thousands of non-state actors – corporations, banks, hedge funds, activists and even terrorists – who bring their own concerns to bear on the world system.

In the era of globalization, America's success hinges on the success of its neighbors, too. Yet from its invasion of Iraq to its disregard of major treaties — some recent US choices have shown little regard for these new players. As the lines between economic, defense, environmental, immigration, and energy policy become increasingly blurred, having a holistic and coherent approach to cross-border challenges is essential. Yet the forums and institutions that once coordinated these relationships – the UN, World Bank and the G7 — are losing relevance and no longer adequately represent the world’s expanded power roster. To remain vital, Marber believes all our multilateral institutions will require fresh ideas and revamping.

Seeing the Elephant demystifies globalization, and analyzes the megatrends and interconnections of the 21st century. With bold suggestions on how America reassert its historic leadership in the new global arena, Seeing the Elephant should be required reading for policy makers, businessmen and informed citizens alike.

Contents: Acknowledgments ix

Introduction xiii

Chapter 1: Seeing the Elephant in the Twenty-First Century 1

Chapter 2: Trade and Finance: Money, Money Everywhere 43

Chapter 3: Energy: Twilight of the Hydrocarbons? 95

Chapter 4: Defense and Security: Preventing the Next War, Not Fighting the Last 137

Chapter 5: Immigration: People, People Anywhere 181

Chapter 6: Promoting Tomorrow’s Health Instead of Paying for Yesterday’s Ills 215

Chapter 7: Environment: The Hidden Cost of Everything 249

Chapter 8: Poverty: Remembering the Bottom of the Pyramid 291

Chapter 9: Driving with a New Dashboard in the Macro Quantum World 323

Notes 349

Index 401

Ordering: Order Online - http://www.researchandmarkets.com/reports/3048879/
Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

| Product Name: | Seeing the Elephant. Understanding Globalization from Trunk to Tail |
| Web Address:  | http://www.researchandmarkets.com/reports/3048879/ |
| Office Code:  | SC6I8L2D |

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Paper back):</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World