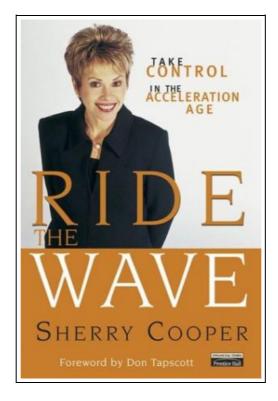
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Reviews

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(Prof. Damon Kautzer III)

RIDE THE WAVE: TAKE CONTROL IN THE ACCELERATION AGE



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Financial Times/Prentice Hall, 2001. Hardcover. Condition: New. Dust Jacket Condition: New. 308 Pages. From the Backcover: Understand the real trends and forces that are revolutionizing the global economy. * The powerful demographic and gender-related forces shaping tomorrow's economy. * The NASDAQ bubble: what's next? * Technological advances -- other than the Internet -- that will transform your investment, career, and business prospects. A new economic and social system is taking form -- and, as with any revolution, changes are hectic, full of surprises, upsets, reversals, and instabilities. In this book, world-renowned economic analyst Sherry Cooper provides the tools and insights you need to succeed in times that will only get wilder. Well known for her appearances on CNN, CNBC, and CBS, Cooper makes sense of the "macro-level" trends that are shaping tomorrow's economy, regardless of short-term market swings. The pace of change is accelerating, and the gyrations in the economy and financial markets are unnerving. Why are these events happening? What do they mean for your future? Cooper brings global sweep and long-term perspective to the causes and effects that really matter. You'll learn how massive demographic and sociopolitical change is likely to impact tomorrow's global economy. She identifies looming technological changes -- other than the Internet -- that may have revolutionary investment and career implications. She explains the true implications and causes of short-term events such as the NASDAQ bubble; even projects the role of the United States in tomorrow's global economy. If you want to make sense of transformative change, Ride the Wave gives you the tools. For all business leaders, managers, and individuals who want to understand the forces that are driving massive change in the global economy and the world's business culture. Sherry Cooper is Chief Economist at BMO Nesbitt Burns, and Global Economist Strategist for...



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