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UNDERSTANDING GLOBALIZATION

THE LEXUS AND THE OLIVE TREE

NEWLY UPDATED AND EXPANDED EDITION

The Lexus And The Olive Tree

Eli B. Cohen



The Lexus And The Olive Tree:

The Lexus and the Olive Tree Thomas L. Friedman, 2000 From one of our most perceptive commentators and winner of the National Book Award a comprehensive look at the new world of globalization the international system that more than anything else is shaping world affairs today As the Foreign Affairs columnist for The New York Times Thomas L Friedman has traveled the globe interviewing people from all walks of contemporary life Brazilian peasants in the Amazon rain forest new entrepreneurs in Indonesia Islamic students in Teheran and the financial wizards on Wall Street and in Silicon Valley Now Friedman has drawn on his years on the road to produce an engrossing and original look at globalization Globalization he argues is not just a phenomenon and not just a passing trend It is the international system that replaced the Cold War system the new well greased interconnected system Globalization is the integration of capital technology and information across national borders in a way that is creating a single global market and to some degree a global village Simply put one can't possibly understand the morning news or one's own investments without some grasp of the system Just one example During the Cold War we reached for the hot line between the White House and the Kremlin a symbol that we were all divided but at least the two superpowers were in charge In the era of globalization we reach for the Internet a symbol that we are all connected but nobody is totally in charge With vivid stories and a set of original terms and concepts Friedman offers readers remarkable access to his unique understanding of this new world order and shows us how to see this new system He dramatizes the conflict of the Lexus and the olive tree the tension between the globalization system and ancient forces of culture geography tradition and community He also details the powerful backlash that globalization produces among those who feel brutalized by it and he spells out what we all need to do to keep the system in balance Finding the proper balance between the Lexus and the olive tree is the great drama of the globalization era and the ultimate theme of Friedman's challenging provocative book essential reading for all who care about how the world really works

The Lexus and the Olive Tree, 2010 **Summary: The Lexus and the Olive Tree** BusinessNews Publishing, 2013-02-15 The must read summary of Thomas Friedman's book *The Lexus and the Olive Tree* Understanding Globalization This complete summary of the ideas from Thomas Friedman's book *The Lexus and the Olive* shows that globalisation is a fundamentally new and better way to do business As such a new and brighter era of globalisation is just in the process of beginning as all the major marketplaces evolve towards becoming global markets Thomas Friedman uses a metaphor to explain the challenges in this upcoming era of globalisation the human drive for enrichment and the best products represented by the Lexus will sometimes conflict with the natural desire to hold on to what has traditionally mattered in creating a sense of national and personal identity represented by the Olive Tree The challenge for individuals and nations will be to find and maintain a healthy balance between those two perspectives This summary highlights that globalisation creates the opportunity to sell into vast markets but pure commercial success will only be meaningful if it can be accomplished using means that reflect the

individuality and cultural values of the people involved Added value of this summary Save time Understand the key concepts Increase your knowledge To learn more read The Lexus and the Olive and discover a challenging and provocative book for all who care about how the world really works The Lexus and the Olive Tree Thomas L. Friedman,2000-06-15 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 **The Lexus and the Olive Tree** Thomas L. Friedman,2000 From one of our most perceptive commentators and winner of the National Book Award a comprehensive look at the new world of globalization the international system that more than anything else is shaping world affairs today As the Foreign Affairs columnist for The New York Times Thomas L Friedman has traveled the globe interviewing people from all walks of contemporary life Brazilian peasants in the Amazon rain forest new entrepreneurs in Indonesia Islamic students in Teheran and the financial wizards on Wall Street and in Silicon Valley Now Friedman has drawn on his years on the road to produce an engrossing and original look at globalization Globalization he argues is not just a phenomenon and not just a passing trend It is the international system that replaced the Cold War system the new well greased interconnected system Globalization is the integration of capital technology and information across national borders in a way that is creating a single global market and to some degree a global village Simply put one can t possibly understand the morning news or one s own investments without some grasp of the system Just one example During the Cold War we reached for the hot line between the White House and the Kremlin a symbol that we were all divided but at least the two superpowers were in charge In the era of globalization we reach for the Internet a symbol that we are all connected but nobody is totally in charge With vivid stories and a set of original terms and concepts Friedman offers readers remarkable access to his unique understanding of this new world order and shows us how to see this new system He dramatizes the conflict of the Lexus and the olive tree the tension between the globalization system and ancient forces of culture geography tradition and community He also details the powerful backlash that globalization produces among those who feel brutalized by it and he spells out what we all need to do to keep the system

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Quicklet On Thomas Friedman's The Lexus and the Olive Tree Scott Charles, 2012-02-08 ABOUT THE BOOK Someone I worked for once said to me there is a difference between your sphere of influence and your sphere of concern That's the challenge of Thomas Friedman's The Lexus and the Olive Tree Understanding Globalization to grasp the awesome power of globalization while still living decidedly local lives At least most of us do I do Or at least I did Mr Friedman has a huge wealth of stories to tell His ability to weave together a stream of anecdotes into circumstantial evidence is impressive Without using charts or graphs or abstract economic concepts he makes a convincing case that Globalization is real It's here to stay and we better get used to it I agree We better get used to it In a relatively short time the world has gone from telegraph to telephone to Internet Combine that with sophisticated supply chains that deliver goods in a matter of hours instead of weeks or months and you have today's market place MEET THE AUTHOR Scott Charles has over a decade's worth of experience as a research analyst Scott spent 11 years at a Fortune 500 company providing research and analytical services to marketing teams product managers R D staff and executives His specialty is doing comprehensive deep dives to support ideation processes identifying business opportunities market analysis and business development EXCERPT FROM THE BOOK Thomas Friedman's object in The Lexus and the Olive Tree Understanding Globalization is to provide a framework for understanding globalization as an international system Globalization according to Friedman is the sum total of all the various economic interests of everybody in the world These interests are not bound by national borders or by any particular cultural barrier The simple clarity of the Cold War e.g. US vs Soviet Union has been replaced by something more complex Everybody is pro globalization to the extent they benefit and against globalization to the extent it damages their interests The conflict therefore is about power who has it who wants it and how much is it worth Sometimes power is measured in money sometimes in political or cultural control Friedman knows all this and his narrative has a few well placed caveats The problem is in sorting out all the various dynamics Friedman doesn't actually set out to sort everything out he attempts to define what is going on in the broadest sense Simply put globalization can be understood as the combination of advanced communications technology and supply chain management The ideas here are nothing new the telegraph and the Erie Canal had the same impact A few years later the telephone and the Panama Canal had an even bigger impact What's new this time around is the enormous interconnectedness of it all The human dynamic tensions have not changed but the speed at which the interactions happen and the scope is way larger And in this new world individuals have more power Because the Internet changes everything Buy a copy to keep reading [Summary of Thomas L. Friedman's The Lexus and the Olive Tree](#) Everest Media, 2022-05-07T22:59:00Z Please note This is a companion version not the original book Sample Book Insights 1 Life is like a box of chocolates you never know what you're going to get inside For me an inveterate traveler

and foreign correspondent life is like room service you never know what you're going to find outside your door 2 The foreign affairs columnist for The New York Times is the best job in the world I get to travel anywhere and have attitudes about what I see and hear But I had to decide which attitudes to use and what would be the lens the perspective the organizing system through which I would look at the world 3 I began my column as a tourist without an attitude I was not just in some messy incoherent and indefinable post Cold War world I was in a new international system called globalization 4 The Cold War was an international system that was characterized by division The world was a divided up chopped up place and both your threats and opportunities grew out of who you were divided from

Strange Love Robin Truth Goodman, Kenneth J. Saltman, 2001-12-18 As Junk Bond felon Michael Milken attempts to transform public education on the model of the HMO he is hailed in the mainstream press as having done more to help mankind than Mother Theresa Even as BP Amoco a notorious U S polluter is charged with funding and arming paramilitaries in Colombia it freely distributes science curricula that portrays itself as a loving protector of citizens from a dangerous and out of control nature These as well as many other examples abound as Professors Robin Truth Goodman and Kenneth J Saltman take on the corporate educators media monopolies and oil companies in their new book *Strange Love How We Learn to Stop Worrying and Love the Market* Saltman and Goodman show how corporate produced curricula films and corporate promoted books often use depictions of family love childhood innocence and compassion in order to sell the public on policies that ironically put the profit of multinational corporations over the well being of people In doing so Goodman and Saltman reveal the extent to which globalization depends upon education and also show how battles over culture language and the control of information are matters of life death and democracy

Lexus Olive Tree (0671046454) Friedman, **The Imperial Messenger** Belen Fernandez, 2011-11-01 Factual errors hampered analysis and contradictory assertions compounded by a penchant for mixed metaphors and name dropping distinguish the work of Pulitzer Prize winning New York Times columnist and author Thomas Friedman *The Imperial Messenger* reveals the true value of this media darling a risible writer whose success tells us much about the failures of contemporary journalism Belen Fernandez dissects the Friedman corpus with wit and journalistic savvy to expose newsroom practices that favor macho rhetoric over serious inquiry a pacified readership over an empowered one and reductionist analysis over integrity *The Imperial Messenger* is polemic at its best relentless in its attack on this apologist for American empire and passionate in its commitment to justice About the series *Counterblasts* is a new Verso series that aims to revive the tradition of polemical writing inaugurated by Puritan and leveller pamphleteers in the seventeenth century when in the words of one of them Gerard Winstanley the old world was running up like parchment in the fire From 1640 to 1663 a leading bookseller and publisher George Thomason recorded that his collection alone contained over twenty thousand pamphlets such polemics reappeared both before and during the French Russian Chinese and Cuban revolutions of the last century In a period of conformity where politicians media barons and their ideological hirelings rarely challenge the basis of

existing society it s time to revive the tradition Verso s Counterblasts will challenge the apologists of Empire and Capital

The Imperial Messenger Belén Fernández,2011-11-01 The Imperial Messenger reveals the true value of this media darling a risible writer whose success tells us much about the failures of contemporary journalism Beln Fernndez dissects the Friedman corpus with wit and journalistic savvy to expose newsroom practices that favor macho rhetoric over serious inquiry a pacified readership over an empowered one and reductionist analysis over integrity The Imperial Messenger is polemic at its best relentless in its attack on this apologist for American empire and passionate in its commitment to justice About the series Counterblasts is a new Verso series that aims to revive the tradition of polemical writing inaugurated by Puritan and leveller pamphleteers in the seventeenth century when in the words of one of them Gerard Winstanley the old world was running up like parchment in the fire From 1640 to 1663 a leading bookseller and publisher George Thomason recorded that his collection alone contained over twenty thousand pamphlets Such polemics reappeared both before and during the French Russian Chinese and Cuban revolutions of the last century In a period of conformity where politicians media barons and their ideological hirelings rarely challenge the basis of existing society it s time to revive the tradition Verso s Counterblasts will challenge the apologists of Empire and Capital

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Contemporary Authors New Revision Series ,2003 A biographical and bibliographical guide to current writers in all fields including poetry fiction and nonfiction journalism drama television and movies Information is provided by the authors themselves or drawn from published interviews feature stories book reviews and other materials provided by the authors publishers

Growing Information: Part I Eli B. Cohen,2009 Globalization and Marginalization Olufemi Vaughan,2005

School of Assassins Jack Nelson-Pallmeyer,2001 School of Assassins updates and expands the author s bestselling primer on the facts and controversy surrounding the U S Army s School of the Americas in Fort Benning Georgia Although the school has tried to change its image through a new name and a sanitized curriculum critics continue to call attention to its trail of suffering and death in every Latin American country where its graduates have returned The murders of Archbishop Romero the Jesuit martyrs and the U S churchwomen slain in El Salvador all can be directly linked to graduates of the SOA

American Heat Donald A. Brown,2002 When the world began to wake up to the global environmental crisis in the 1970s the United States was the undisputed world leader in environmental policy Yet on an unsettling number of international environmental issues including global warming the U S has not only forfeited its leadership role but has too often become the major barrier to protecting the global environment In American Heat Donald

Brown critically analyzes the U S response to global warming inviting readers to examine the implicit morality of the U S position and ultimately to help lead the world toward an equitable sharing of the burdens and benefits of protecting the global environment In short Brown argues that an ethical focus on global environmental matters is the key to achieving a globally acceptable solution *Managing Globalization in Developing Countries and Transition Economies* Moses Kiggundu,2002-12-30 Examines the opportunities and challenges globalization offers to developing countries and transition economies Globalization William H. Mott IV,William H. Mott,2004-05-30 This study expands the narrow economic commercial focus of the topical media and places globalization in a multidisciplinary context as a continuing process and a permanent condition that transforms human living and society Early chapters review the development of globalization as creating and diffusing knowledge expanding people s perspectives on living and continuing progress These chapters introduce globalization as an iterative human and deliberate process of creating new knowledge and using it to reinterpret the world time and man s place in both The later chapters present the major analytical perspectives of globalization political cultural and economic and a comparison of the primary carriers of globalism and barriers to globalization Drawing on classical and modern analysis as well as narrow topical journalism the work focuses each perspective on people through the human processes of creating knowledge and living together The work expands the economic perspective beyond the fashionable focus on trade and investment into the triggering and shadowing relationships between economic growth political conflict and social stress The political perspective expands international politics and law to global governance triadic dispute resolution and global civil society The cultural and antiglobal perspectives reflect the success of economic globalization in bringing people directly into the narrowly rational processes of international politics and economics The final analytical chapter collects and compares observations and develops conclusions about globalization across the several perspectives Speculation about alternative futures for globalizing humanity can constitute a coherent standard ideal or direction for policymaking or an agenda for continuing research and debate A Faith that Frees Richard G. Malloy,2007 How the practice of Catholicism can transform culture and foster a world of justice and joy peace and prosperity liberty and love Fr Malloy speaks to all Catholics who are neither ideologically left nor right but simply seeking to understand and live the gospel in a world of confusion violence and excess He brings a positive and enthusiastic point of view that is more needed than ever

Unveiling the Magic of Words: A Review of "**The Lexus And The Olive Tree**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**The Lexus And The Olive Tree**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound affect on the souls of its readers.

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