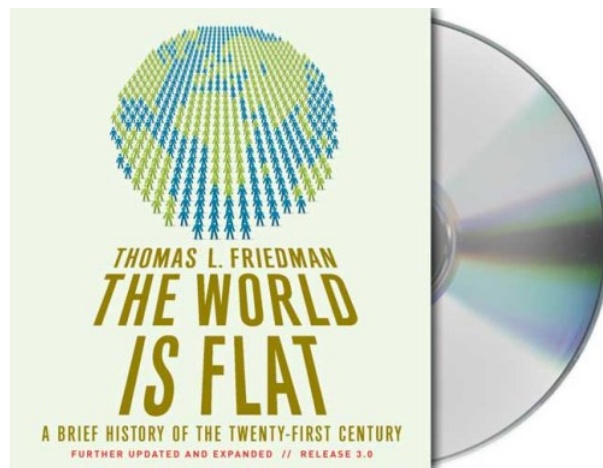
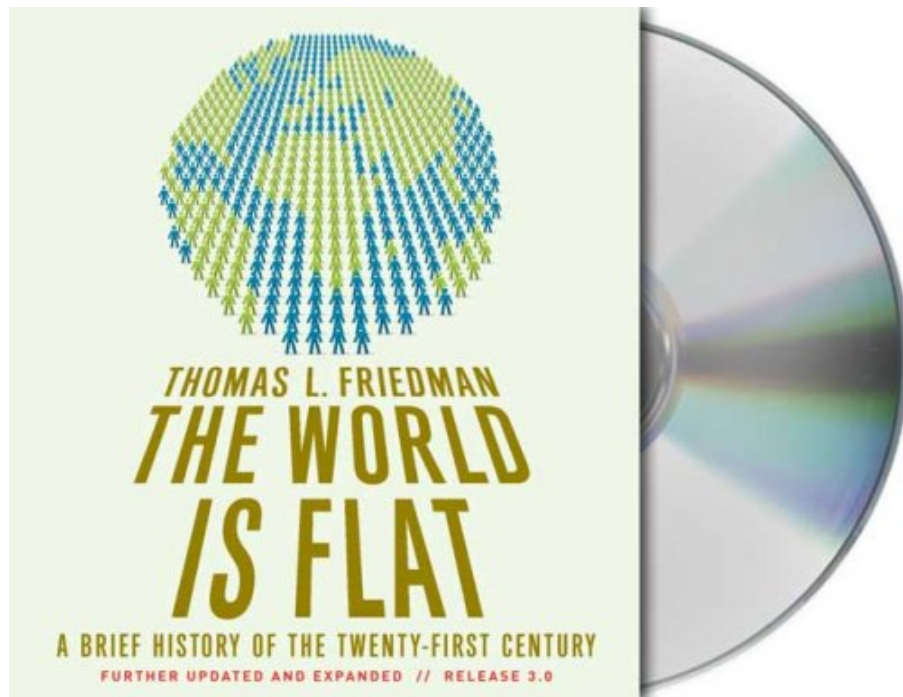


THE WORLD IS FLAT 3.0: A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY BY THOMAS L. FRIEDMAN



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Review

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"No one today chronicles global shifts in simple and practical terms quite like Friedman. He plucks insights from his travels and the published press that can leave you spinning like a top. Or rather, a pancake."--Clayton Jones, *The Christian Science Monitor*

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From the Back Cover

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About the Author

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When scholars write the history of the world twenty years from now, what will they say was the most crucial development in the first few years of the twenty-first century? The attacks on the World Trade Center on 9/11 and the Iraq war? Or the convergence of technology and events that allowed India, China, and so many other countries to become part of the global supply chain for services and manufacturing, creating an explosion of wealth in the middle classes of the world's two biggest nations? And with this "flattening" of the globe, has the world gotten too small and too fast for human beings and their political systems to adjust in a stable manner?

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3 of 3 people found the following review helpful.

The world is getting smaller

By Reid McCormick

"Yes, the consumer in us wants Wal-Mart prices, with all the fat gone. But the employee in us wants a little fat left on the bone, the way Costco does it, so that it can offer health care to almost all its employee, rather than just less than half of them, as Wal-Mart does. But the shareholder in us wants Wal-Mart's profit margins, not Costco's. Yet the citizen in us wants Costco's benefits, rather than Wal-Mart's, because the different ultimately may have to be paid for by society."

The world has changed and it continues to change and not in the notable, transforming ways history has seen before. Governments are not being toppled. Political revolutions are not exploding. But the power is shifting, it is shifting the people.

With the rapid rise of consumer technology, more people are connected than ever before. The world has become much smaller, or as Thomas L. Friedman says, "The world is flat."

Consumers do not have to rely on the restricted knowledge of real estate agents to find the perfect home, as countless internet sites can show you the entire market. No longer do we have to drive from car lot to car lot

to find a great deal on a used car. And no longer do you have to throw on a suit and walk up and down an office building looking for a job. The information has come to the people and the people have changed the game.

Now small companies with little or no capital can become a global player over night. Established companies have learned to adapt and quickly.

The World is Flat by Thomas L. Friedman is a very interesting read on the changing times. The latest edition of this book was written in 2007, right before the start of the great recession, so it would be interesting to see if Friedman's thoughts were changed by this major market malfunction.

This book is good but a little long. Friedman includes a lot of interviews and anecdotes, however his stories do not have the power or sharpness of Malcolm Gladwell or the Freakonomics authors.

3 of 3 people found the following review helpful.

If you are an isolationist then don't buy this book.

By Amazon Customer

I haven't even finished the book yet and i'm already regretting not having come across it sooner. This is something that should be required reading in high school, at the least. The book is well written, and the story flows in a nice way (so far at least) that keeps the reader interested. Unless you are some backwards Luddite then I would almost be willing to guarantee that this book will help you to understand the world as it is evolving to be, quite aside from how many people may have seen it coming, or even wanted it to be.

0 of 0 people found the following review helpful.

The Book is Flat

By Matt Mayevsky

The content of the book (the quotes occupy one third of the content!) can be summarized in a few sentences. 1) Computer technologies, automation, and especially the Internet have opened up new opportunities for everyone. We can be rich, we can work together. 2) Free trade and capitalism is the best solution to all the problems of the world. 3) America needs a better system of education. And that's it.

The World is Flat seethes from the excess of demagoguery, which makes the author a great candidate for a politician. The content of the book is painfully outdated. Author instead focus on the mechanisms that shape the beginning of the twenty-first century, persistently presents case studies.

Conclusion; if someone wants to scramble through for more than 600 pages to find some valuable comments and bon mots, then I wish you good luck and a lot of patience.

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