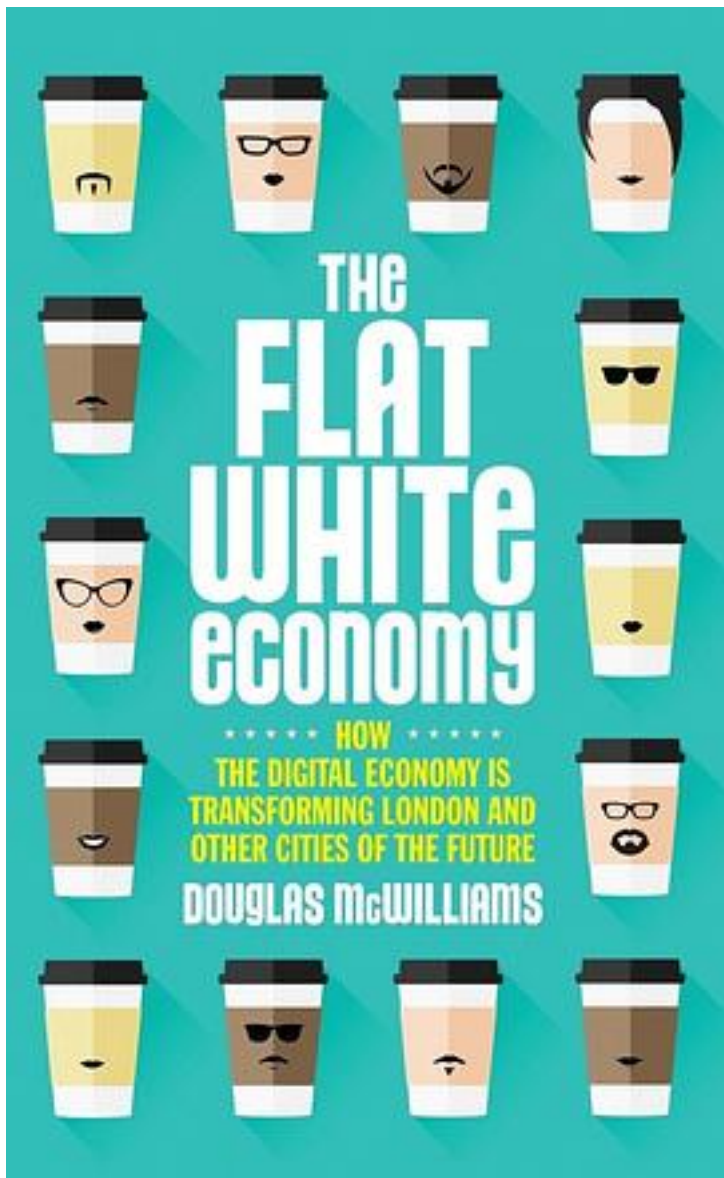


The Flat White Economy



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Since the financial collapse the Flat White Economy has spawned four times more jobs than the City lost in the crisis. London is now growing one and a half times faster than Hong Kong as a result, a driving force behind this triumph of lifestyle and economics, being immigration. Leading economist Douglas McWilliams describes how this meteoric success, named after its favourite coffee and centred on East London, has swapped the City's champagne and supercars lifestyle for bicycles and boho flats and has become the prototype for digital cities around the world including the rest of the UK.

'The Flat White Economy is a very good book indeed for anyone interested in the condition of London and what the future may bring. It benefits hugely from McWilliams not writing as a typical economist. There's a personal, self-deprecating tone, and at times the book takes on the mantle of confessional as he reports on the changes he's witnessed.' --Chris Blackhurst, The Evening Standard

'McWilliams' work is one of the most important books to be published on the British economy in decades.' --Anthony Hilton, Independent

'The Flat White Economy is revolutionary... It truly is a must read book.' --Thinking Faith

About the Author

作者介绍:

Douglas McWilliams is executive chairman of Cebr, one of the UK's leading specialist economics consultancies now one of the most highly respected sources of business advice and research. His career has focussed on making economics relevant to commerce, first as chief economic adviser to the Confederation of British Industry, then as Chief Economist for IBM UK. In 2012 he was chosen from over 300 applicants to become the Gresham Professor of Commerce.

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