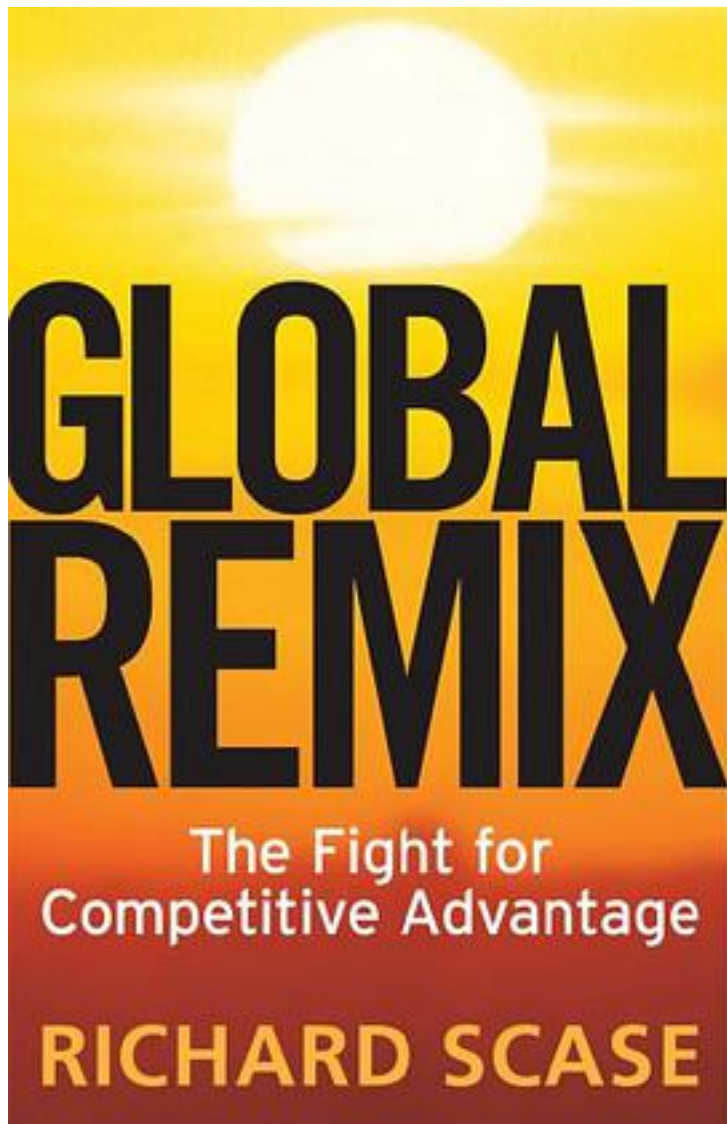


Global Remix



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Global Remix gives an overview of major global economic trends over the next twenty years and how they will impact both businesses and the everyday lives of their employees. Author Richard Scase combines a discussion of macroeconomic trends and their impact on corporate strategy with a study of how those trends will affect individual lifestyles. Global Remix examines the challenges faced by Western businesses as a result of the rise of Asian, Eastern European, and Latin American economies and highlights the opportunities it affords. Issues addressed include the business structure of the future, the challenges of the new economic order, new global market opportunities, environmental impacts, and the changing political landscape. This thought-provoking book provides senior and middle managers with ideas and inspiration on how to make this economic revolution work for themselves and their employees.

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