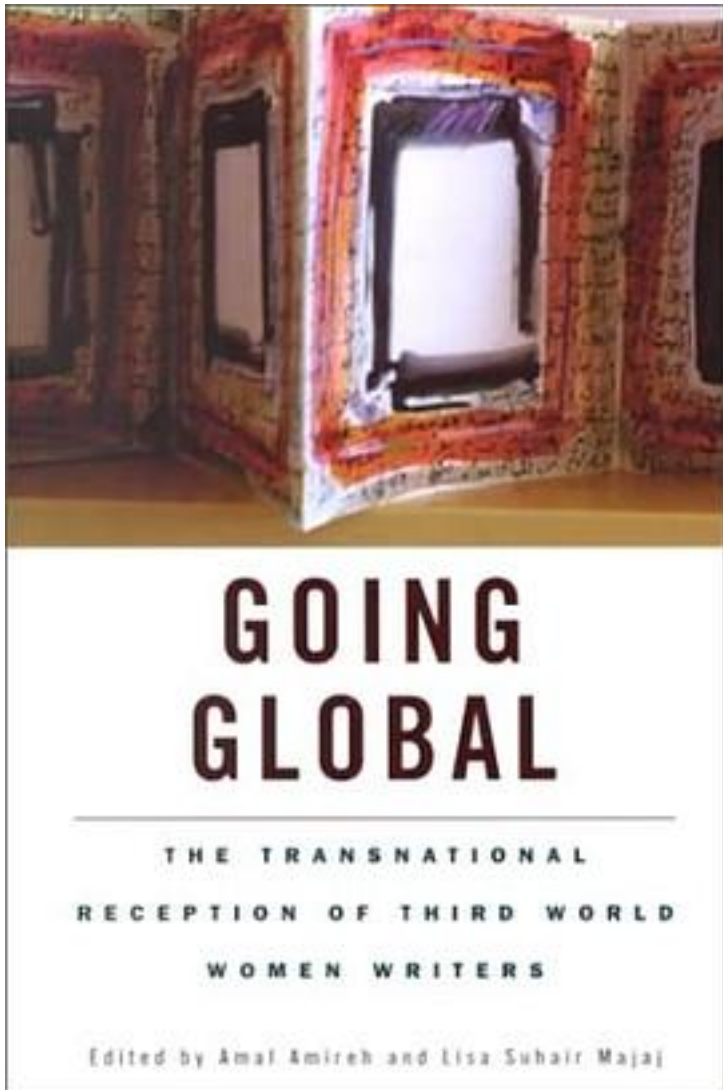


# Going Global



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'Globalisation' is an extremely popular business buzzword, but people are often unsure about what it actually means - let alone its implications. In this unique book, the authors not only explain how we can make sense of globalisation, but also address the 12 questions most commonly asked about the world today -and tomorrow. Some of the many hot topics scrutinised by the authors include climate change, terrorism, energy supply, population, and business. 'Going Global offers that rare combination in a book - lots of accessible facts, the drawing of important links between seemingly loosely related subjects, and clarity of analysis. Read it.' People Management 'Richard Worsley and Michael Moynagh have done a lot of work to produce Going Global. The result is a thorough, carefully researched and highly readable book..Strongly recommended.' Ian Scott, former World Bank Director

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