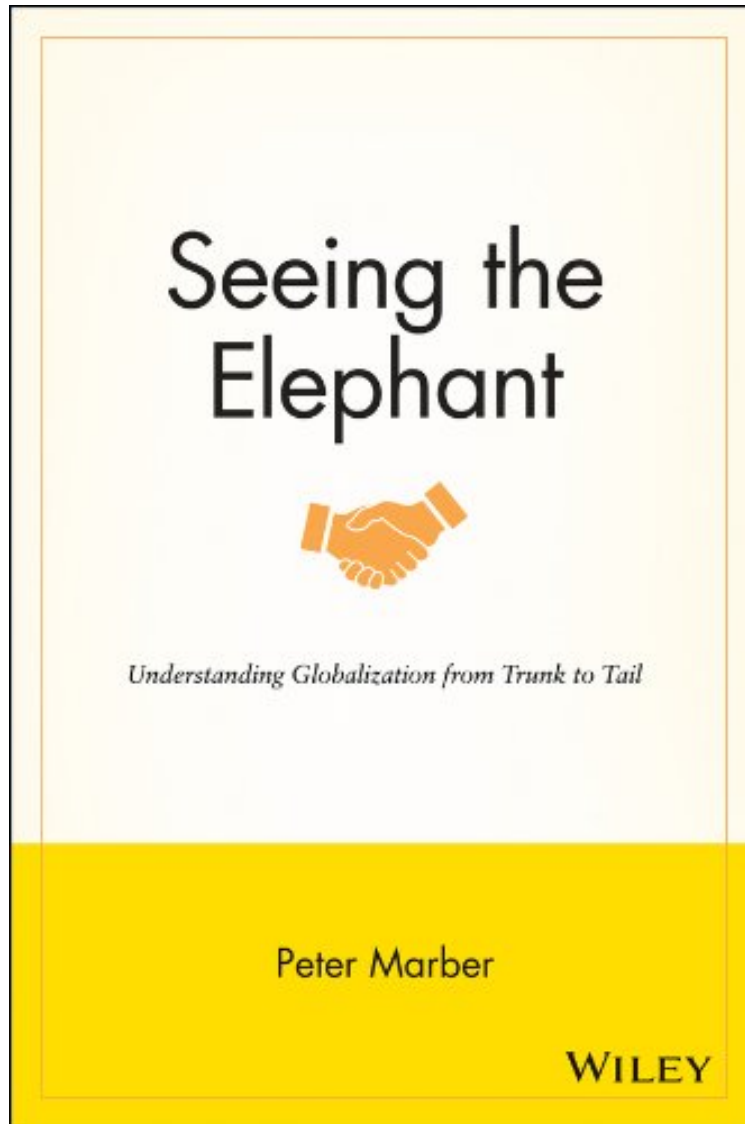


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Seeing the Elephant: Understanding Globalization from Trunk to Tail

Peter Marber

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Peter Marber : Seeing the Elephant: Understanding Globalization from Trunk to Tail before purchasing it in order to gage whether or not it would be worth my time, and all praised Seeing the Elephant: Understanding Globalization from Trunk to Tail:

0 of 0 people found the following review helpful. Very Good JobBy Very pleasedThis is an excellent treatment of a subject that adds a great deal to the important area of globalization. The book is clearly better than some of the more popular books on this subject, especially Tom Friedman's meandering writing in The World is Flat. Marber writes

clearly and has chosen 7 important topics to discuss as related to a global world. I teach in this area at a graduate school and this book is now required reading. The only idea I do not understand is his use of Macro Quantum - it is as if he had to call his ideas something new and make up a term. (Sorry, Peter, but lose the term and stay with the excellent research that you have done. In fact, your ability to pull in various types of research and data to make your point is a very strong benefit of the book). Marber did not need to fall victim to the popular press, Friedman-like technique of making up words to accentuate points. These new terms confuse rather than clarify. Finally, his next book has to be one that is clearer about the intersection of trade, immigration, environment, energy etc. The book's title gives a good indication of this treatment but more is needed. Lots to ask for in one book so I anticipate Marber's next book on the topic. Nicely done - one of the best current books on the topic and readable by people who do not have backgrounds in globalization and its various aspects. 0 of 0 people found the following review helpful. Great stuff By G. Knoop This is a must read for all business owners competing in our world economy. It is written in a very accessible style, but covers sophisticated issues. Buy this book! 0 of 0 people found the following review helpful. great and insightful By jackbe This book offers a great view into the realities that much of the world, and especially the United States need to come to terms with. Really recommend it.

Thanks to globalization, more countries depend on each other for trade, capital, and ideas than ever before. Yet politically, these countries are drifting further apart. In *Seeing the Elephant*, author and emerging markets expert Peter Marber describes how increasing economic integration and the rise of new actors is drastically altering the geopolitical landscape, and offers insights on how the US can maintain a leading role in the 21st century and beyond. While America remains the single most important economy today, rising economic powerhouses—China, Russia, India, Brazil and others—bring a diverse set of interests to the table that the US cannot afford to ignore, Marber explains. Moreover, globalization has created thousands of non-state actors—corporations, banks, hedge funds, activists and even terrorists—who bring their own concerns to bear on the world system. In the era of globalization, America's success hinges on the success of its neighbors, too. Yet from its invasion of Iraq to its disregard of major treaties—some recent US choices have shown little regard for these new players. As the lines between economic, defense, environmental, immigration, and energy policy become increasingly blurred, having a holistic and coherent approach to cross-border challenges is essential. Yet the forums and institutions that once coordinated these relationships—the UN, World Bank and the G7—are losing relevance and no longer adequately represent the world's expanded power roster. To remain vital, Marber believes all our multilateral institutions will require fresh ideas and revamping. *Seeing the Elephant* demystifies globalization, and analyzes the megatrends and interconnections of the 21st century. With bold suggestions on how America reassert its historic leadership in the new global arena, *Seeing the Elephant* should be required reading for policy makers, businessmen and informed citizens alike.

From the Inside Flap In the new millennium, it is nearly impossible for us to talk about basic concerns like food or gas prices, without examining global intersections in trade, energy, immigration, the environment, and defense. Many countries once described as "developing" nations now wield greater economic and political influence than some of the so-called "major" powers. Former debtor nations have become creditors of the United States and other developed countries that run budget deficits. Without recognizing and understanding these connections, we cannot even begin to discuss how the United States and other countries can craft and harness effective policies amid this breathtaking progress. In *Seeing the Elephant*, Peter Marber describes how increasing economic integration and the rise of new actors is drastically altering the geopolitical landscape, and offers insights on how the U.S. can make policy to maintain a leading role in the years to come. The twenty-first century, Marber explains, demands a very different lens for viewing the world. In the era of globalization, America's success hinges on the success of its neighbors, too. Rising economic powerhouses—China, Russia, India, Brazil, and others—bring a diverse set of interests to the table that the U.S. cannot afford to ignore. Moreover, globalization has created thousands of non-state actors—corporations, banks, hedge funds, activists, and even terrorists—who bring their own concerns to bear. Marber underscores the importance of forging strong relationships with pivotal developing nations and America's need to reaffirm the centrality of global protocols, rules, and institutions after an unfortunate period of neglect. It's not too late. By focusing on seven key cross-border, interlinking issues—trade and finance, energy, security, immigration, health, the environment, and poverty—Marber recommends key adjustments in policies that aim to strengthen and modernize our current institutional infrastructure, including NATO, the WHO, the WTO, the World Bank, and the UN, among others. While his strategies do not guarantee that the United States will remain on top economically, they ensure that the global system America helped to create triumphs in the end, protecting against the factionalism that led to two World Wars and destroyed decades of economic progress. In this timely book, Marber demystifies globalization and analyzes new international megatrends and interconnections. With bold suggestions on how America can reassert its historic leadership in the new global arena, "*Seeing the Elephant*" will show readers how the U.S. still remains the planet's best chance at building enduring peace and prosperity. From the Back Cover Praise for *Seeing the Elephant* "Creative and accessible .

. . Peter Marber has earned his insights into globalization as a practitioner who studied emerging markets long before they became fashionable in the West. An inspiring, terrific book about the most important subject of our era." mdash;Steve Coll, Pulitzer Prize winner and bestselling author of Ghost Wars and The Bin Ladens "On the money If you want to understand globalization's future, as well as some of the reasons we got into our current financial mess, reading Marber's Seeing the Elephant is a great place to start." mdash;Craig Karmin, Wall Street Journal reporter and author of Biography of the Dollar: How the Mighty Buck Conquered the World and Why It's Under Siege "Peter Marber is an original thinker who has managed to write a genuinely original book about globalizationmdash;a subject that has been exhausted by far too many more conventional analyses. His 'macro quantum' perspective on the world spotlights the critical, unavoidable fact of infinite connections among states and people. Those connections, and the uncertainty and unpredictability they bring, also open up a world of infinite possibility." mdash;Anne-Marie Slaughter, Dean, Woodrow Wilson School of Public and International Affairs, Princeton University "At a time when we are witnessing the collapse of just about everything, Seeing the Elephant should be required reading for any American looking for a way forward. Peter Marber unpacks the intricately connected, fast-evolving world we live in with crystal-clear prose, apt metaphors, and hard data. Seeing the Elephant provides a prototype of the new flight apparatus America needs to navigate our way successfully through the buffeting winds of the twenty-first century." mdash;Mira Kamdar, author of Planet India: The Turbulent Rise of the Largest Democracy and the Future of Our World "Great timing Seeing the Elephant captures global reality as it is today and where it is heading far more deeply than any framework offered so far. This is the book government and business leaders must read. By cleverly investigating the connections between finance, the environment, security, and poverty, Marber makes all previous writing on globalization redundant." mdash;Parag Khanna, author of The Second World: Empires and Influence in the New Global Order

About the Author Peter Marber (New York, NY) is global head of GEM fixed income and currencies at HSBC Halbis Partners. He was formerly Founding partner and Chief Strategist for the Atlantic Funds LLC, which was acquired by HSBC in 2005. Marber began his career at UBS where he was co-founder and President of the emergency markets subsidiary. He has been a faculty member at Columbia University since 1993 and has taught at both the Business school and the School of International and Public Affairs. He has also taught at Johns Hopkins University. He is affiliated with the World Policy Institute and the New America Foundation.