

The Silent War: Inside the Global Business Battles Shaping America's Future



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Reviews

This is the very best book i actually have read till now. It is loaded with knowledge and wisdom I am just easily could get a satisfaction of reading a created ebook.
(Ena Huel)

THE SILENT WAR: INSIDE THE GLOBAL BUSINESS BATTLES SHAPING AMERICA'S FUTURE



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Random House, Westminster, Maryland, U.S.A., 1989. Hardcover. Book Condition: New. Dust Jacket Condition: New. 1st Edition. 415 pages. From Publishers Weekly: World War III is already under way and the United States stands a good chance of losing it, claim business consultant Magaziner and Providence Journal columnist Patinkin. American business, focusing on quick profit rather than long-term progress, is falling behind in research and development, the heart of new product discovery. Unlike young people of other nations, American youth is not drawn to science and technology. Finally, American planners often do not think in global terms, remaining complacent about the fact that they have the world's biggest market at home. The authors document the rise of Korea's Samsung in microwave ovens, Europe's Airbus in aircraft production and Japan in photovoltaics to make their point. This is a study that U.S. business leaders can ignore only at their peril. First serial to Harvard Business Review; author tour. Copyright 1989 Reed Business Information, Inc. From Library Journal These two books focus on a concern of much recent economic literature: the lack of competitiveness of U.S. industry in global markets and the apparent takeover of the U.S. economy by foreign investors. American corporations are facing stiff challenges, not only in world markets but in their own backyard from locally based foreign-controlled enterprises. Glickman and Woodward present evidence for the comforting fact that Americans have not, as yet, lost control over their economic destiny. They also explode the myth that foreign investment creates new jobs by pointing out that outside money has, by and large, gone into existing plants. If it is assumed, for argument's sake, that America has become a second-rate economic power, then the overwhelming question seems to be whether, and if so how, it can become number one again. Foreign competitors...



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