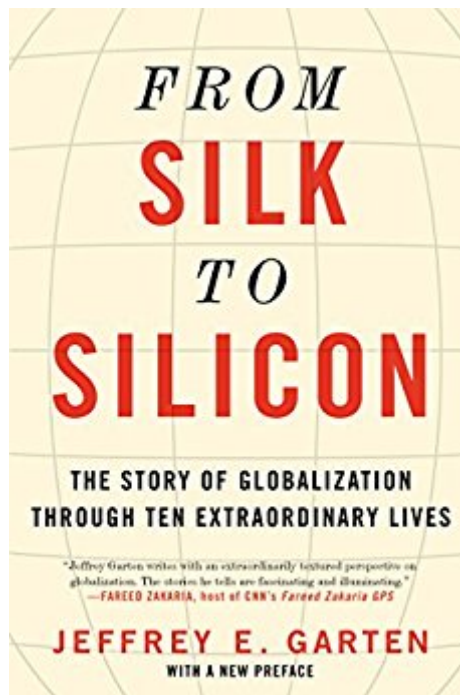




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From Silk To Silicon: The Story Of Globalization Through Ten Extraordinary Lives



Synopsis

This is the first book to look at the history of globalization through the lens of individuals who did something transformative, as opposed to describing globalization through trends, policies, or particular industries. From Silk to Silicon tells the story of who these people were, what they did, how they did it, and how their achievements continue to shape our world today. They include: • Genghis Khan, who united East and West by conquest and by opening new trade routes built on groundbreaking transportation, communications, and management innovations. • Mayer Amschel Rothschild, who arose from an oppressive Jewish ghetto to establish the most powerful bank the world has seen and who ushered in an era of global finance. • Cyrus Field, who became the father of global communications by leading the effort to build the transatlantic telegraph, the forerunner to global radio, television, and the worldwide Internet. • Margaret Thatcher, whose controversial policies opened the gusher of substantially free markets that linked economies across borders. • Andy Grove, a Hungarian refugee from the Nazis who built the company • Intel • that figured out how to manufacture complex computer chips on a mass, commercial scale and laid the foundation for Silicon Valley's computer revolution. From Silk to Silicon is an essential book to understanding the past • and the future • of the most powerful global forces of our times.

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Customer Reviews

Attractive subject. Nice to have a draft to think about origins of globalization. Thomas Friedman / World Is Flat sets 10 items to make globalization possible. This is a list of 10 people. Author is humble about selecting 10 extraordinary people. I do agree with him for selected 10. I think limiting with 10 is cumbersome. For example, Ottoman Empire / Fatih Sultan Mehmet conquered Istanbul and opened a new era for humanity. He let different cultures - nationalities - genders - religious people to live AND trade AND pray in their own way. Another example is Gorbachov, letting Soviet Empire to breakdown without hassle, leading the Berlin wall go down.

I have always distinguished between micro and macro globalization. And I found in this precious book by Jeffrey Garten precisely what I mean by this above distinction. Micro globalization is properly unstoppable, because it is driven by men and women at the fundamental level of innovation and readiness for the new. It is the true meaning of globalization, and it will continue forever, as long as men and women are ready for trying new avenues to the future. Macro globalization instead is fragile, erratic, and can lead to retrocession and steps backwards, because it is driven by governments and international organizations. They are opportunistic, mercantilist, protectionist, populist, always restrained by misconceptions, errors of judgment, fears and caution. Jeffrey Garten has just showed us the true meaning of globalization, that that is conducted by men and women at micro level, the only possible way to push world forward, because the world is pushed to the future by those exceptional examples of the human species, the globalizers!

I learned a lot even in the communications and technology fields I have already read a lot about. The author writes well about the great ark of history.

Love the book, very insightful and a must for anyone who dares to proclaim global economics knowledge

A very interesting book, very well written which explains origins, evolution and dynamics of globalization

Great book with unique view on globalization. Very readable.

This book deserves at least FOUR Stars because of the nature of its content. It represents a fascinating account of ten major historical achievements that were each main cogs in the wheels which have brought modern society to its present state of development/evolution. They each represent some of the most important people and their discoveries which have made most of our advanced societies possible. From that perspective alone it is an important review of history of which we should all be fully aware. Based on the material alone, it actually deserves Five Stars. Regrettably, the author is a former professor and the writing style and grammar is a bit stilted and does not flow as easily as it could if presented in a more relaxed form of prose. If the author would have allowed an editor to "dumb-it-down" a bit the book would likely appeal to a much wider audience. In spite of this one shortfall, I still heartily endorse the book.

very interesting and creative way to present globalization. I learned much about 10 extraordinary people.

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