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## No Ordinary Disruption: The Four Global Forces Breaking All the Trends

By Richard Dobbs, James Manyika, Jonathan Woetzel

The Perseus Books Group. Hardback. Book Condition: new. BRAND NEW, No Ordinary Disruption: The Four Global Forces Breaking All the Trends, Richard Dobbs, James Manyika, Jonathan Woetzel, Our intuition on how the world works could well be wrong. We are surprised when new competitors burst on the scene, or businesses protected by large and deep moats find their defenses easily breached, or vast new markets are conjured from nothing. Trend lines resemble saw-tooth mountain ridges. The world not only feels different. The data tell us it is different. Based on years of research by the directors of the McKinsey Global Institute, No Ordinary Disruption: The Four Forces Breaking all the Trends is a timely and important analysis of how we need to reset our intuition as a result of four forces colliding and transforming the global economy: the rise of emerging markets, the accelerating impact of technology on the natural forces of market competition, an aging world population, and accelerating flows of trade, capital and people. Our intuitions formed during a uniquely benign period for the world economy--often termed the Great Moderation. Asset prices were rising, cost of capital was falling, labour and resources were abundant, and generation after generation...



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