



The Lexus and the Olive Tree: Understanding Globalization

Thomas L. Friedman

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In this vivid portrait of the new business world, Thomas L. Friedman shows how technology, capital, and information are transforming the global marketplace, leveling old geographic and geopolitical boundaries. With bold reporting and acute analysis, Friedman dramatizes the conflict between globalizing forces and local cultures, and he shows why a balance between progress and the preservation of ancient traditions will ensure a better future for all. *The Lexus and the Olive Tree* is an indispensable look at power and big change in the age of globalization.

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