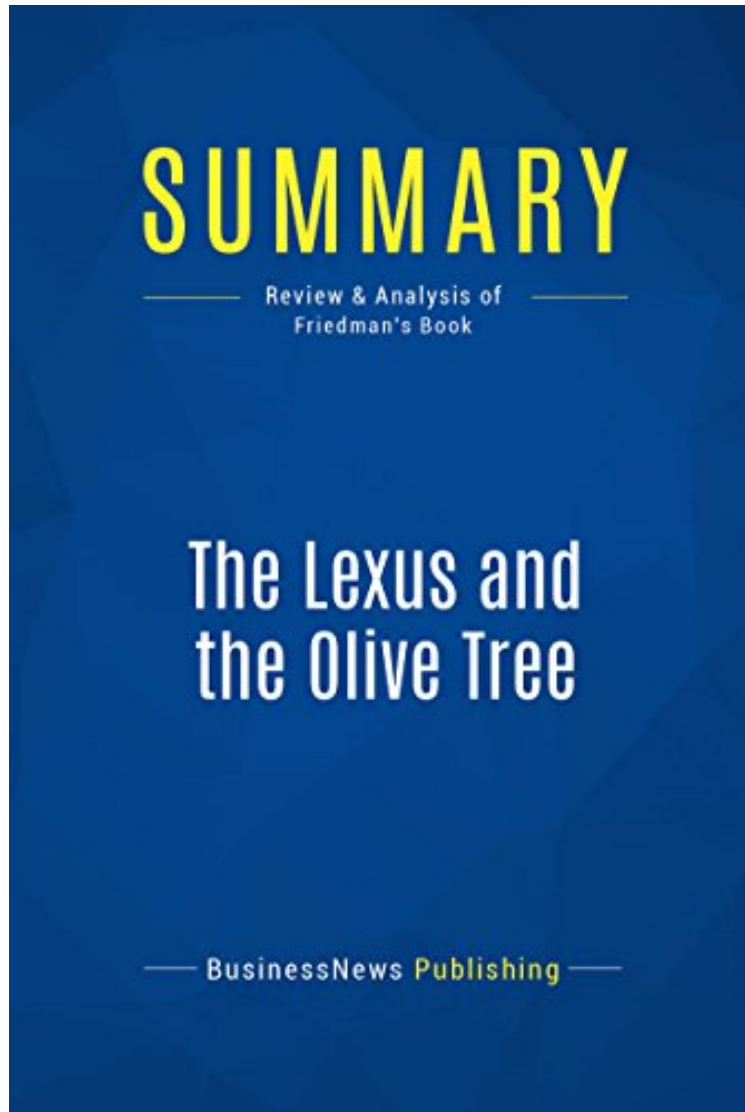


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## Summary: The Lexus and the Olive Tree: Review and Analysis of Friedman's Book

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**BusinessNews Publishing : Summary: The Lexus and the Olive Tree: Review and Analysis of Friedman's Book** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: The Lexus and the Olive Tree: Review and Analysis of Friedman's Book:

The must-read summary of Thomas Friedman's book: "The Lexus and the Olive Tree: Understanding Globalization". This complete summary of the ideas from Thomas Friedman's book "The Lexus and the Olive" shows that

globalisation is a fundamentally new and better way to do business. As such, a new and brighter era of globalisation is just in the process of beginning as all the major marketplaces evolve towards becoming global markets. Thomas Friedman uses a metaphor to explain the challenges in this upcoming era of globalisation: the human drive for enrichment and the best products (represented by the Lexus) will sometimes conflict with the natural desire to hold on to what has traditionally mattered in creating a sense of national and personal identity (represented by the Olive Tree). The challenge for individuals and nations will be to find and maintain a healthy balance between those two perspectives. This summary highlights that globalisation creates the opportunity to sell into vast markets but pure commercial success will only be meaningful if it can be accomplished using means that reflect the individuality and cultural values of the people involved.

- Added-value of this summary:
- Save time
- Understand the key concepts
- Increase your knowledge
- To learn more, read "The Lexus and the Olive" and discover a challenging and provocative book for all who care about how the world really works.