

# The Power of Place

{ Why the world is more diverse and multifaceted than mainstream media would have us think.

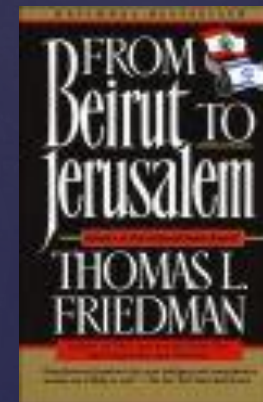
# Thomas Friedman

## Background

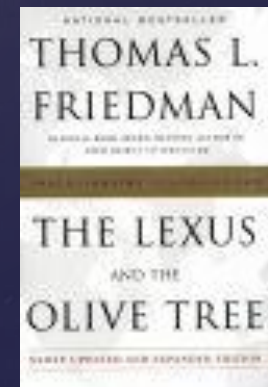
- ▶ **Born:** July 20, 1953 St. Louis Park, Minnesota
- ▶ **Residence:** Bethesda, Maryland
- ▶ **Occupation:** Popular Author/Columnist/Speaker for The New York Times
- ▶ **Education:** B.A. from Brandeis (1971)
  - ▶ M.A.: University of Oxford on a Marshall scholarship, M.Phil. (Ph.D.) in Middle Eastern Studies

## Works:

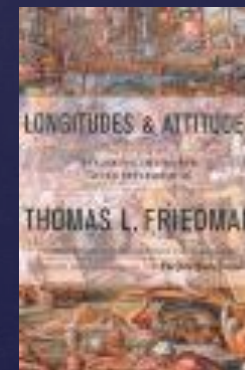
- ▶ **1981:** United Press International London; Beirut, Lebanon
- ▶ **1982:** The New York Times as a reporter, and was re-dispatched to Beirut at the start of the 1982 Israeli invasion of Lebanon.
- ▶ **1984 to 1988:** NYTimes Reporter in Jerusalem, and received a second Pulitzer Prize for his coverage of the First Palestinian Intifada.
- ▶ **1990:** First Book, From Beirut to Jerusalem, describing his experiences in the Middle East.
- ▶ **1992:** Friedman becomes the NYTimes White House correspondent
- ▶ **2000:** Book: Lexus and the Olive Tree



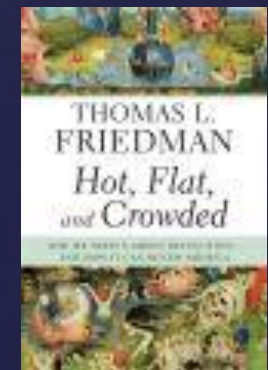
1990



2000



2002



2008

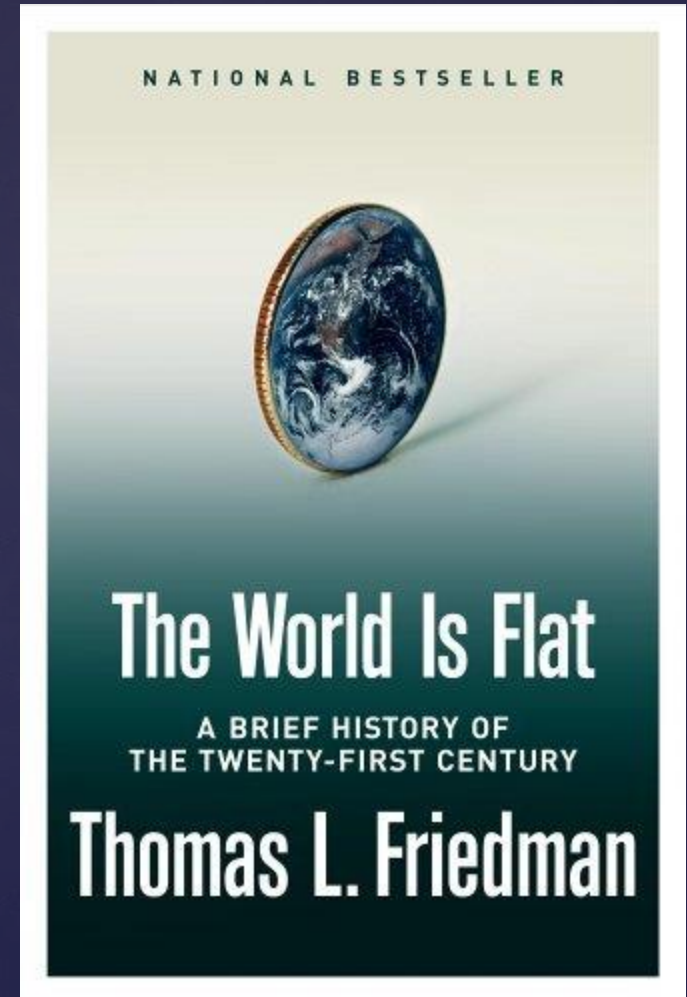
# The World is Flat

**Book:** *The World Is Flat: A Brief History of the Twenty-First Century*

## Friedman's Arguments:

- ▶ “World Flattening” = A **metaphor** for viewing the world as a **level playing field** in terms of commerce, where **all people** and economic competitors have an **equal opportunity**.
- ▶ Flattening also represents a **perceptual shift** required for countries, companies and individuals to remain competitive in a global market.
- ▶ Historical and geographical divisions are becoming increasingly irrelevant.

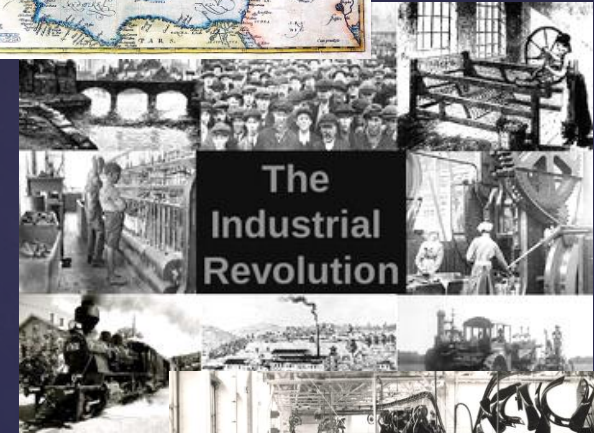
2005





# Globalization 1.0→3.0

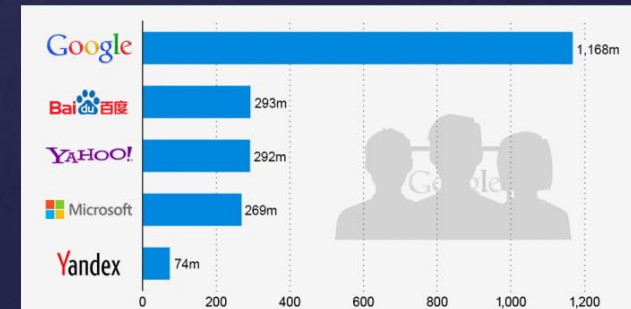
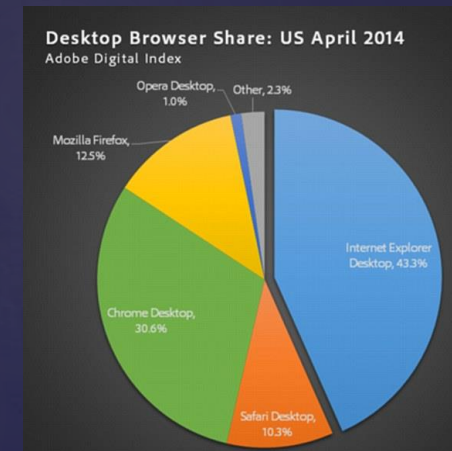
- **Globalization 1.0:** A period in which countries, kingdoms and governments were the main protagonists (1492-1800s)
- **Globalization 2.0:** A period in which multinational companies led the way in driving global integration (1820-2000)
- **Globalization 3.0:** Our current period in which international market flattening has occurred as a result of a convergence of personal computer penetration worldwide with fiber-optic micro cable with the rise of work flow software. (2000+→)



The Industrial Revolution



# Friedman's Major "Flatteners"



1. **Collapse of Berlin Wall –November, 1989:** The event not only symbolized the **end of the Cold war**, it allowed people from other side of the wall to join the economic mainstream.
2. **Web Browsers --Internet Explorer/Netscape/Safari (1996):** Browsers and the Web broadened the audience for the Internet from its roots as a communications medium used primarily by 'early adopters and geeks' to something that made the Internet accessible to everyone from five-year-olds to ninety-five-year olds.
3. **Open sourcing:** Communities **uploading and collaborating on online** projects. Examples include open source software, blogs, and Wikipedia. Friedman considers the phenomenon "the most disruptive force of all."
4. **Outsourcing/ Off-shoring :** Friedman argues that outsourcing has allowed companies to split service and manufacturing activities into components which can be subcontracted and performed in the most efficient, cost-effective way. Now countries such as Malaysia, Mexico, Brazil must compete against China and each other to have businesses offshore to them
5. **the In-forming TECHNOLOGIES:** Google, Yahoo, Baidu (China), Yandex (Russia) and other search engines are the prime example. "Never before in the history of the planet have so many people-on their own-had the ability to find so much information about so many things and about so many other people."
6. **The TECHNOLOGY "Steroids" : Personal digital devices** like mobile phones, iPods, personal digital assistants, instant messaging, and voice over Internet Protocol (VoIP).



# General Critiques of Friedman and his Arguments

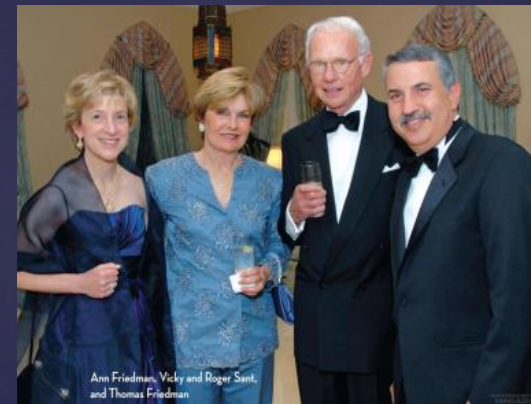
## Free Trade Fundamentalism:

- “High Priest” of **free-trade fundamentalism**.
- Interview with Friedman: "I was speaking out in Minnesota -- my hometown, in fact -- and guy stood up in the audience, said, 'Mr. Friedman, is there any free trade agreement you'd oppose?' I said, 'No, absolutely not.' I said, 'You know what, sir? I wrote a column supporting the CAFTA, the Caribbean Free Trade initiative. I didn't even know what was in it. I just knew two words: free trade.'"



## Economic Class: Elite of the Elite

- Friedman's individual Net worth: ~\$50 million **USD**
- Wife: Ann Bucksbaum heiress to General Growth Properties (shopping mall development) Forbes estimates Bucksbaum family's assets at **\$4.1 billion**, including about 18.6 million square meters of mall space.
- Friedman's home in Bethesda, Maryland. The July 2006 issue of Washingtonian reported that they own "a palatial 11,400-square-foot house, currently valued at \$9.3 million, on a 7½-acre parcel just blocks from Bethesda Country Club."

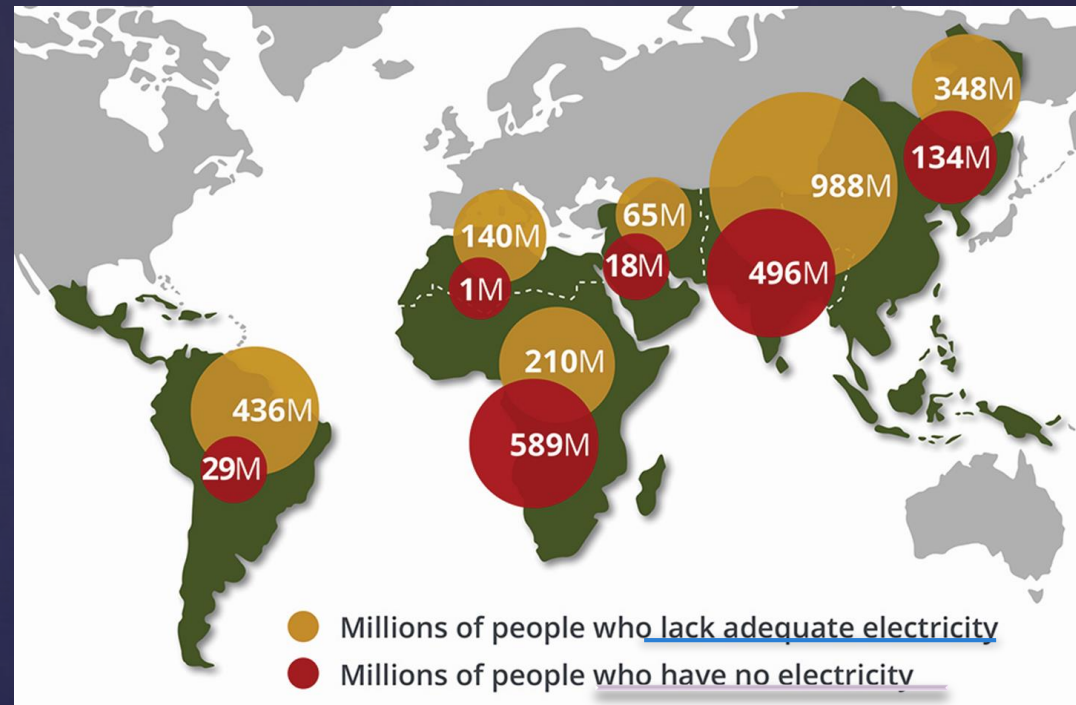


## The Sheraton/Hilton/Celebrity Penthouse EFFECT:

# Harm DeBlij—Arguments

## The Power of PLACE

- ✓ Friedman's "Flat World" is ABSURD!
- ✓ Instead, the world has a Rough → REALLY ROUGH Landscape.
- ✓ **Geographic PLACE** ALWAYS plays a HUGE determining factor in your opportunities. Basic socio-cultural knowledge.
- ✓ **LARGE** portions of the world's population (over 50%) are NOT part of the Global Village, **nor do they even know what it is.**
- ✓ **One WORLD THEORY** (and **SMALL WORLD theory**) is **ABSURD!** We are geographically and culturally extremely diverse—Economics, Health, Education, Linguistics, Daily life, etc.



# **Not-So Small World**

## **Arguments AGAINST a Small World Theory**

- 1. GLOBALS, LOCALS, MOBILES**
- 2. GLOBAL CORE, PERIPHERY, BARRICADES**
- 3. Linguistic Diversity**
- 4. Economic DIVIDE Living wage vs. Disposable Income**
- 5. Urban vs. Rural DIVIDES**
- 6. Limited Access to Electricity**
- 7. Access to Clean Water**
- 8. Cultural Diversity and Cultural Complexity**
- 9. Limited Access to Education**
- 10. Gender Equality**



# GLOBALS-MOBALS-LOCALS

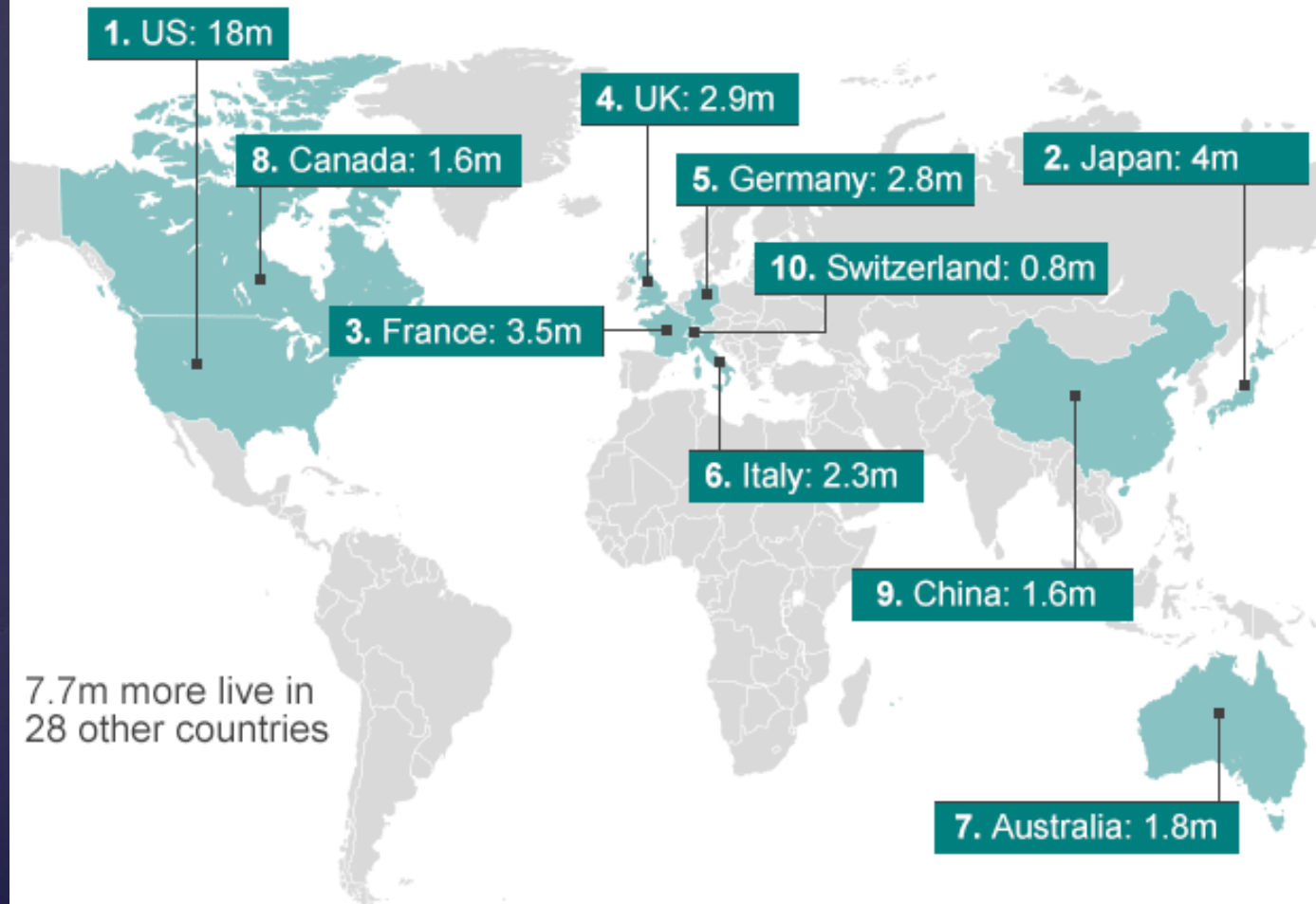
Which are you? What might be missing?

1. GLOBALS
2. MOBALS
3. LOCALS

# World's Wealthiest 1%

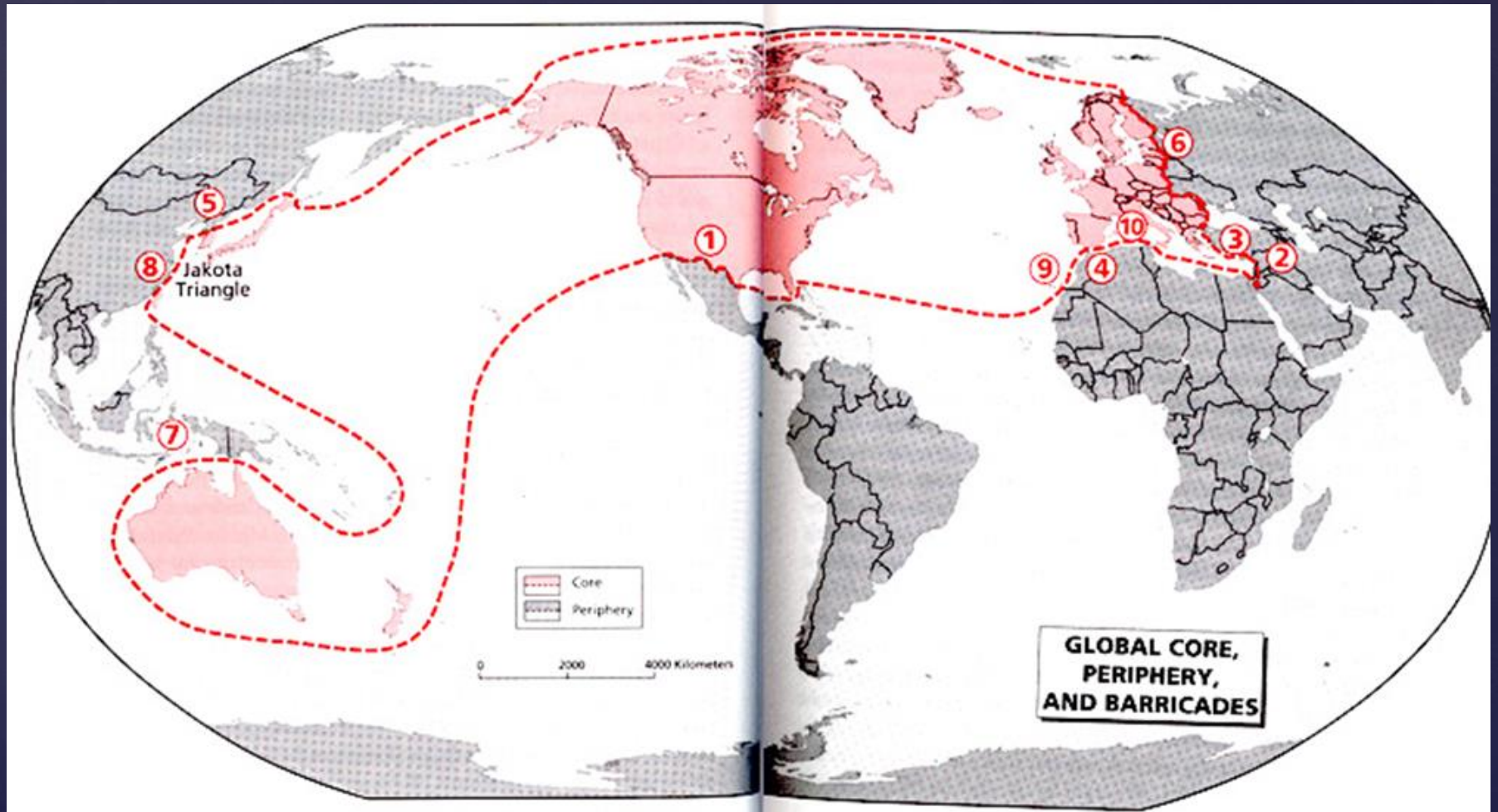
## Where do the top 1% live?

Countries with the largest share of the wealthiest 47 million people



Source: Credit Suisse Global Wealth Databook 2014

# Global Core, Periphery, Barricades





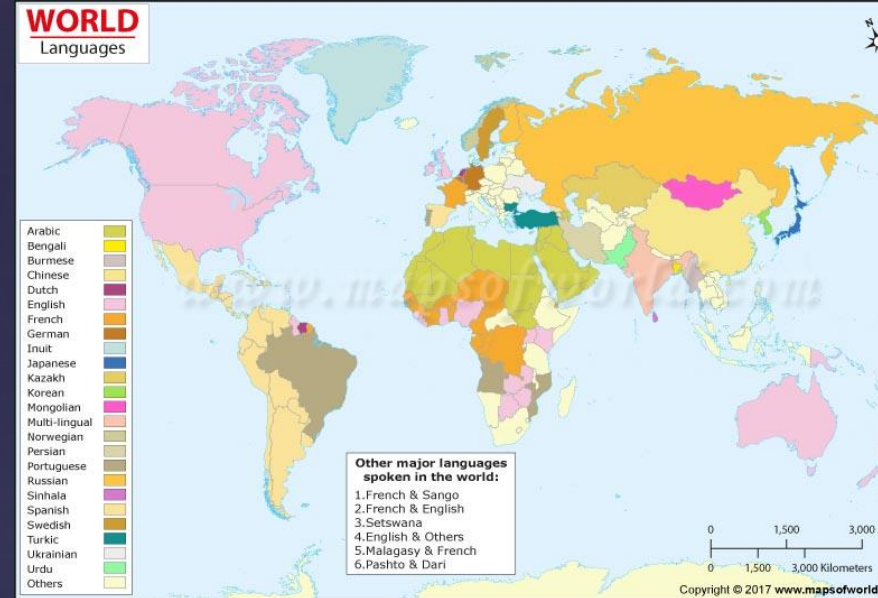
# Linguistic Diversity

- There are approximately **6,900 living languages** generally recognized today. Of these, 6,000 have registered population figures.

## List of the WORLD'S top 10 languages (by # of speakers):

1. Mandarin Chinese 885 million speakers
2. Spanish 399 million speakers
3. English 335 million speakers
4. Hindi 260 million speakers
5. Arabic 242 million speakers\*\*
6. Portuguese 203 million speakers
7. Bengali 189 million speakers
8. Russian 170 million speakers
9. Japanese 125 million speakers
10. German 98 million speakers
11. Lahnda/Punjabi 88.7 million speakers
12. Javanese 84.3 million speakers
13. Wu (Chinese language) 77 million speakers

\*\*There are many different types of Arabic. Egyptian Arabic is the most widely spoken with approximately 42 million speakers.



# Literacy and Illiteracy

UNESCO eAtlas of Literacy

Version française | Versión española

Other eAtlases 

Section 1

Section 2

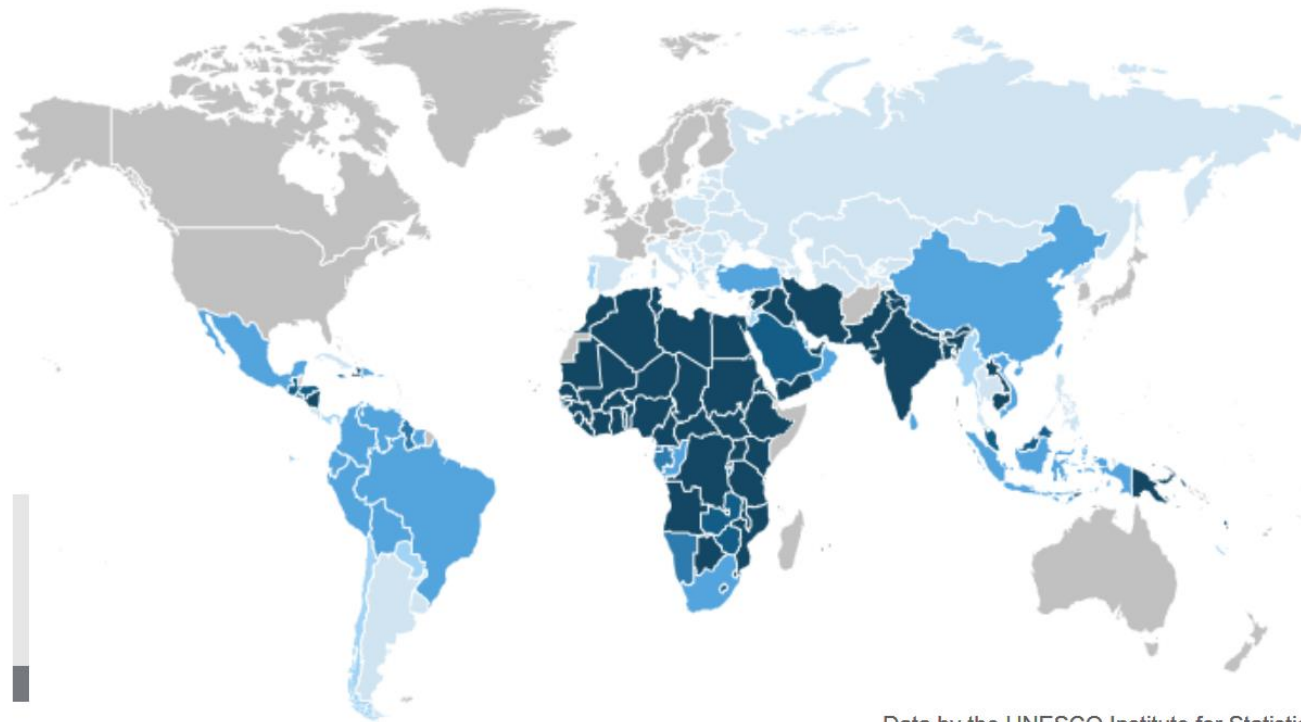
Section 3

Section 4

Section 5

Country profiles

## Literacy among elderly populations



Data by the UNESCO Institute for Statistics

### Indicators

- ☒ Literacy rate for the elderly population ⓘ
  - 90%-100%
  - 80%-89%
  - 70%-79%
  - 60%-69%
  - 50%-59%
  - Less than 50%
  - No data
- ☐ Literacy rate for the female elderly population ⓘ
- ☐ Literacy rate for the male elderly population ⓘ
- ☐ Gender parity index for the elderly population ⓘ

Year 2014 (or latest available)

1975  2014

Facts

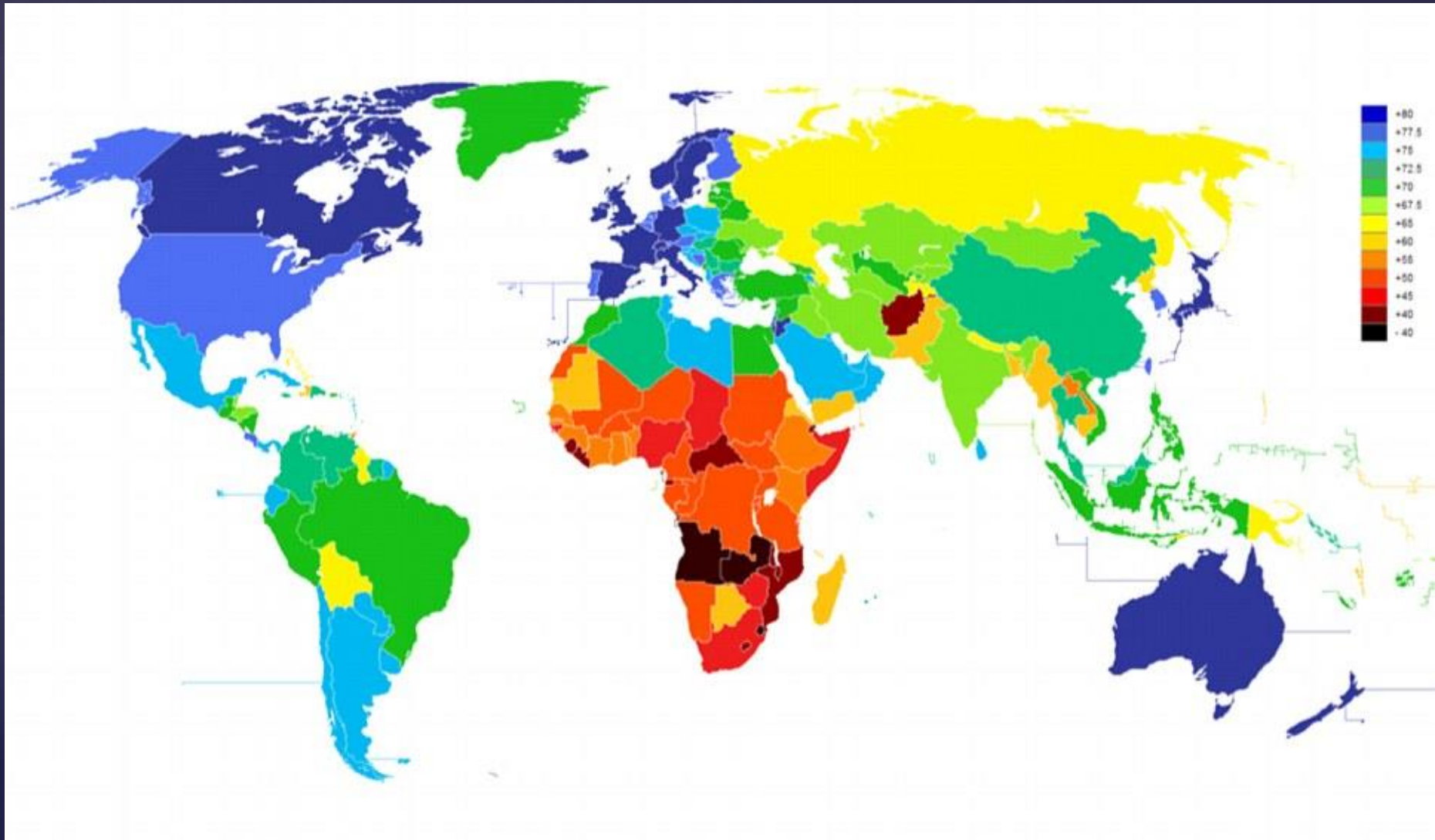
Figures

Rank Abc

Countries Regions

1 Korea, DPR

# Global Life Expectancy





## World Religions

Four largest  
religions

Adherents

% of world  
population

Christianity

2,331,509,000

34%

Islam

1,619,314,000

23%

No religion

1,100,000,000

16%

Hinduism

1,083,800,358

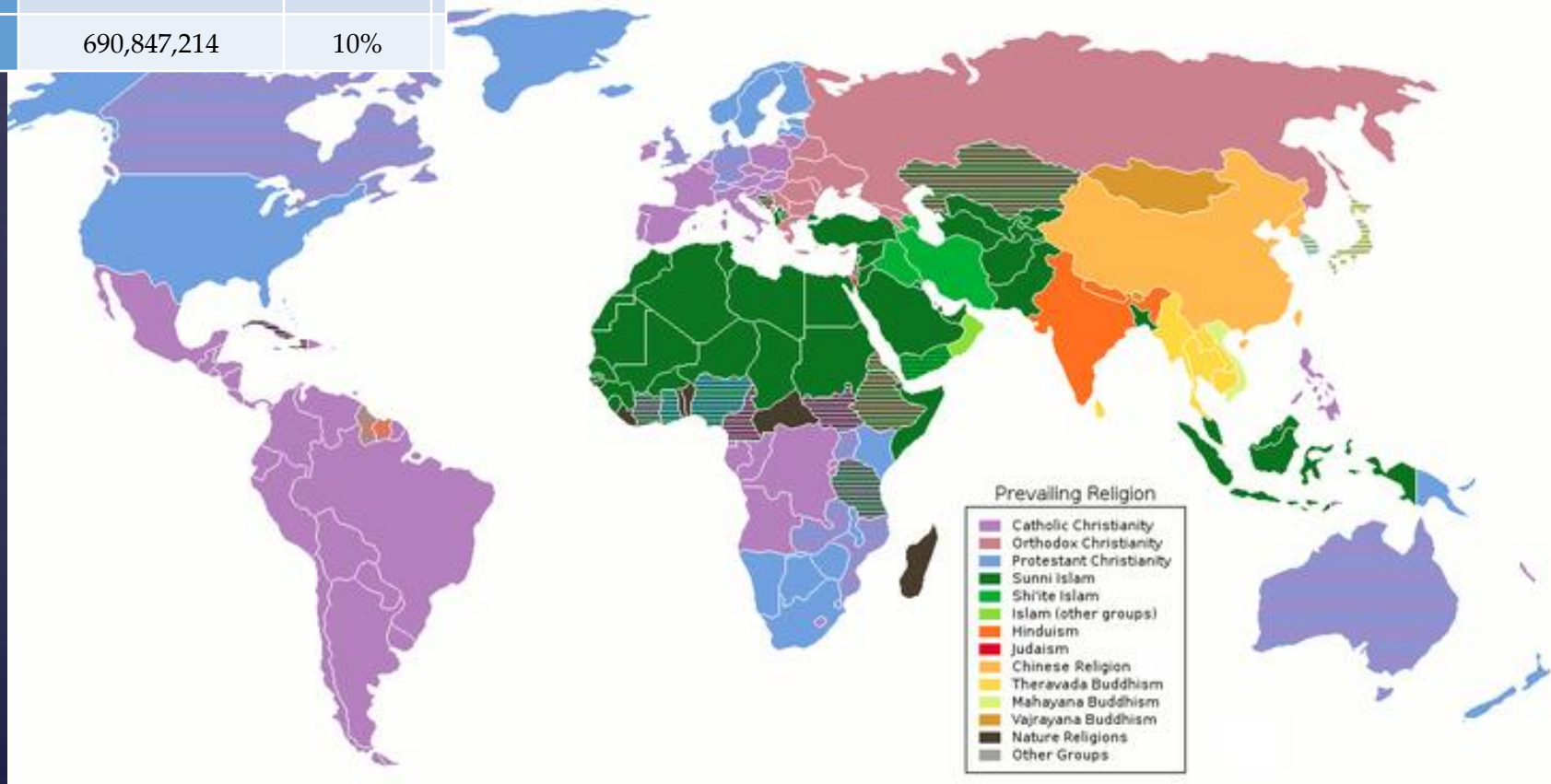
15%

Buddhism

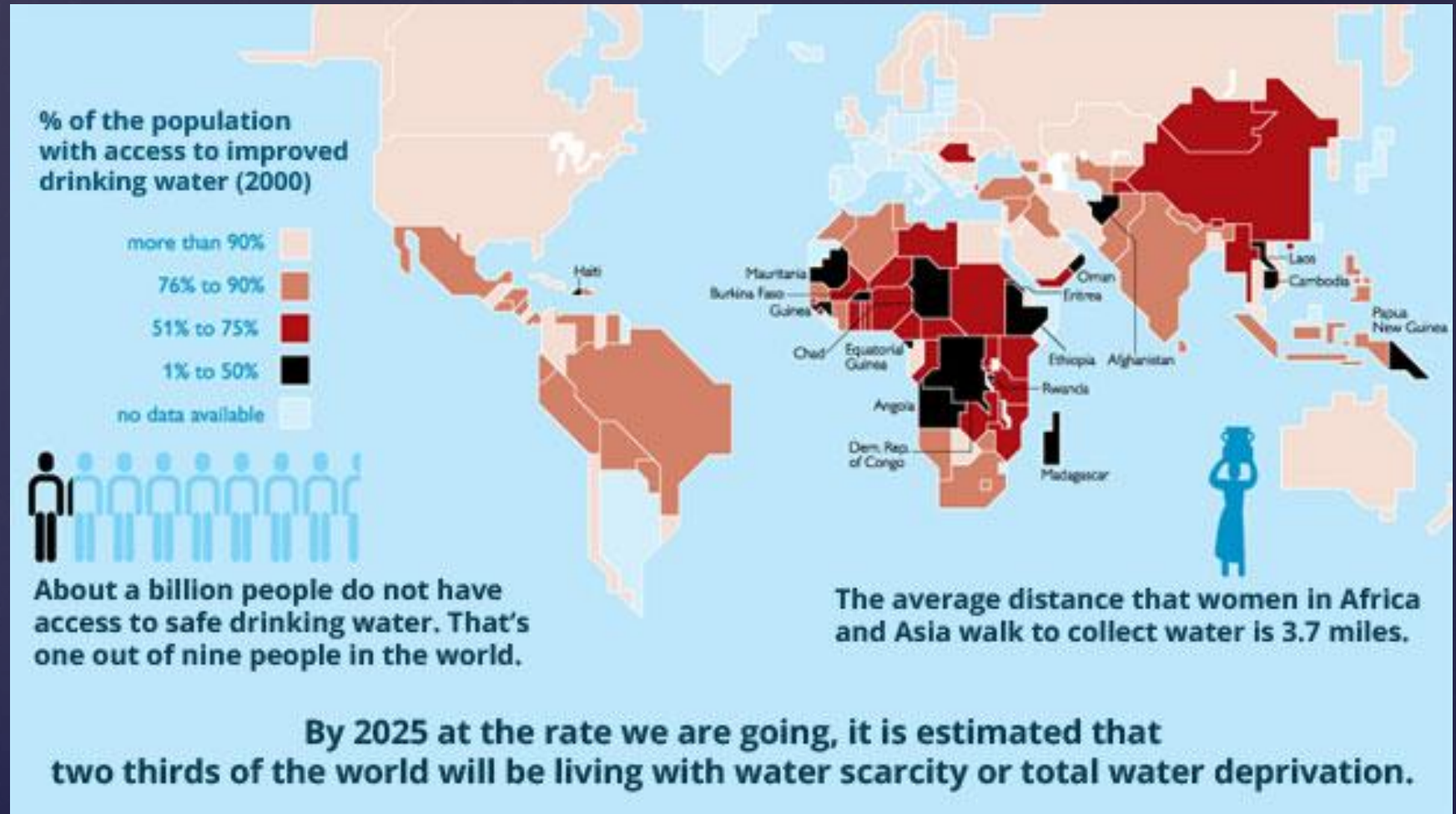
690,847,214

10%

# Different Belief Systems



# Global Access to Clean Water

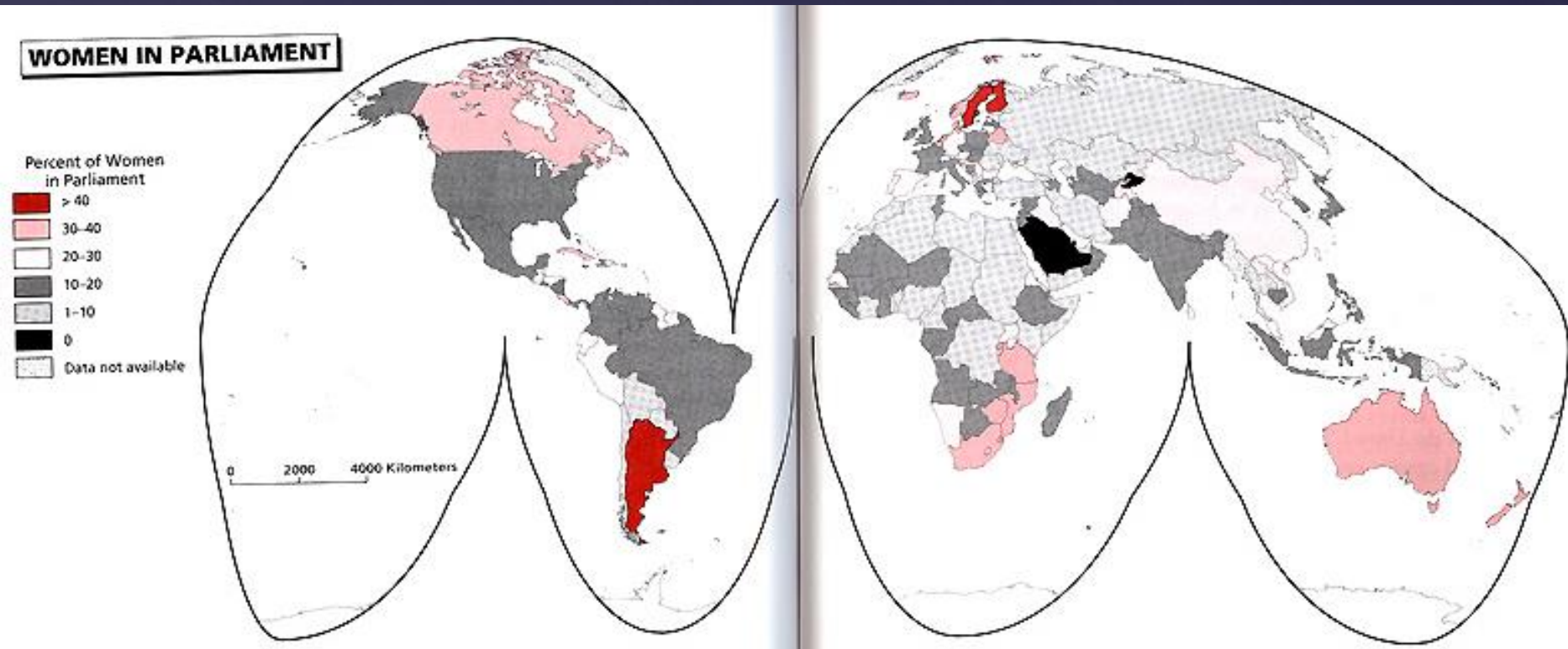


SOURCES: U.S. Energy Information Administration, International Energy Agency, CIA World Factbook, U.N. Dep't of Economics and Social Affairs



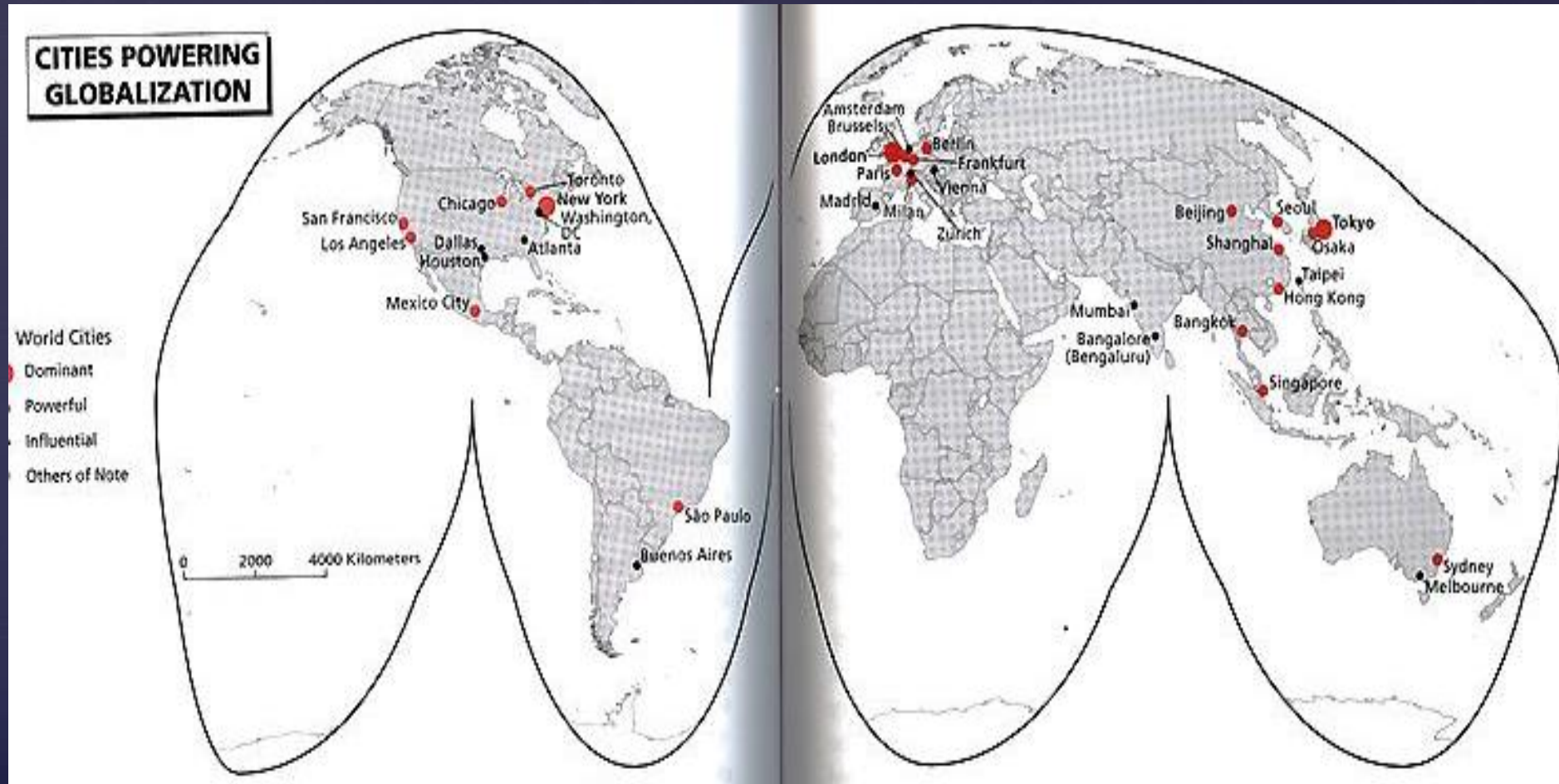


# Women in Political Power



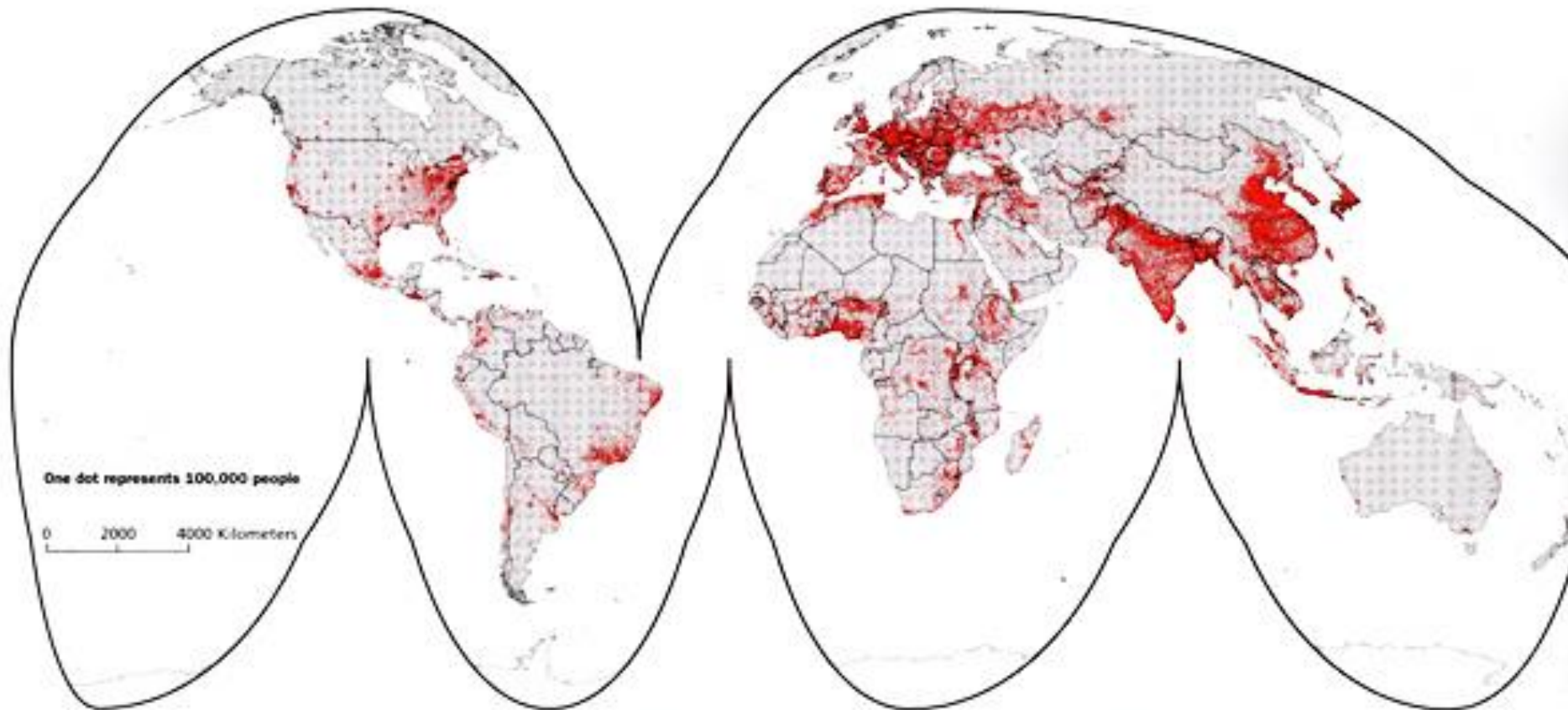
# Urban (City) Rural ("Country") Divides

## Cities Powering Globalization



# Population Distribution

## GLOBAL POPULATION DISTRIBUTION



**Figure 1.2.** By this method of displaying the world's population distribution, one dot represents 100,000 people. The map emphasizes the persistence of ancient, agriculture-based patterns in the World Island (Eurasia and Africa); the two largest clusters of population lie in the global periphery.



