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The New World Marketplace: How Women, Youth, and Multiculturalism Are Shaping Our Future

By Farnaz Wallace

Tate Publishing & Enterprises. Paperback. Book Condition: New. Paperback. 164 pages. Dimensions: 8.3in. x 5.2in. x 0.4in. Do you feel that the ground is moving beneath you. A rapid cultural shift has occurred over the last decade, but it's not being addressed. For better or worse, the world of *Mad Men* is dead. In its place lives a world pulsing with a culturally diverse makeup of social models, relationships, businesses, and leaders. Consider the following projections: -China will soon be the number one English-speaking country in the world -The majority of the United States will soon be non-white -For every two men graduating from college, three women graduate, with better GPAs -85% of all major buying decisions are made by women -The videogame industry is now bigger than professional baseball Now more than ever, leaders and companies must find ways to stay relevant in a world that is fundamentally different from the one being taught in textbooks. In *The New World Marketplace*, experienced consultant and thought leader Farnaz Wallace breaks down these changes into three macro trends: 1. The shifting roles of women at home and at work 2. The new values and ideological power of youth culture 3. The growth and...



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