

Understanding the world and the future

Titles listed in no particular order

1. *Predictable Surprises*, Max H. Bazerman and Michael D. Watkins, Boston: Harvard Business School Press, 2004
2. *Profiting From Uncertainty*, Paul H. Schoemaker, New York: The Free Press, 2004
3. *Heads Up*, Kenneth G. McGee, Boston: Harvard Business School Press, 2004
4. *The Fortune At The Bottom Of The Pyramid*, C.K. Prahalad, New Jersey: Wharton School Publishing, 2005
5. *Collapse*, Jared Diamond, New York: Viking, 2005
6. *World Out Of Balance*, Paul A. Laudicina, New York: McGraw-Hill, 2005
7. *The World Is Flat*, Thomas L. Friedman, New York: Farrar Straus and Giroux, 2005
8. *The End Of Poverty*, Jeffrey D. Sachs, New York: The Penguin Press, 2005
9. *Why Globalization Works*, Martin Wolf, New Haven: Yale University Press, 2005
10. *The Experience Economy*, B. Joseph Pine II, James H. Gilmore, Boston: Harvard Business School Press, 1999
11. *The Attention Economy*, Thomas H. Davenport, John C. Beck, Boston: Harvard Boston: Harvard Business School Press, 2001
12. *The Politics of Fortune*, Jeffrey E. Garten, Boston: Harvard Business School Press, 2002
13. *Globalization And Its Discontents*, Joseph Stiglitz, London: Penguin Books, 2002
14. *How To Change The World*, David Bornstein, New York: Oxford University Press, 2004

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