



From Silk to Silicon: The Story of Globalization Through Ten Extraordinary Lives

By Jeffrey E. Garten

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The story of globalization, the most powerful force in history, as told through the life and times of ten people who changed the world by their singular, spectacular accomplishments.

This is the first book to look at the history of globalization through the lens of individuals who did something transformative, as opposed to describing globalization through trends, policies, or particular industries. From *Silk to Silicon* tells the story of who these men and women were, what they did, how they did it and how their achievements continue to shape our world today. They include:

- Genghis Khan, who united east and west by conquest and by opening new trade routes built on groundbreaking transportation, communications, and management innovations.
- Mayer Amschel Rothschild, who arose from an oppressive Jewish ghetto to establish the most powerful bank the world has seen, and ushered in an era of global finance.
- Cyrus Field, who became the father of global communications by leading the effort to build the transatlantic telegraph, the forerunner to global radio, TV, and the worldwide Internet.
- Margaret Thatcher, whose controversial policies opened the gusher of substantially free markets that linked economies across borders.
- Andy Grove, a Hungarian refugee from the Nazis who built the company—Intel—that figured out how to manufacture complex computer chips on a mass, commercial scale and laid the foundation for Silicon Valley's computer revolution.

Through these stories Jeffrey E. Garten finds the common links between these

figure and probes critical questions including: How much influence can any one person have in fundamentally changing the world? And how have past trends in globalization affected the present and how will they shape the future? *From Silk to Silicon* is an essential book to understanding the past—and the future—of the most powerful force of our times.

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From Silk to Silicon: The Story of Globalization Through Ten Extraordinary Lives By Jeffrey E. Garten Bibliography

- Sales Rank: #238680 in Books
- Brand: HarperCollins
- Published on: 2016-03-01
- Released on: 2016-03-01

- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.41" w x 6.00" l, .0 pounds
- Binding: Hardcover
- 464 pages

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Editorial Review

Amazon.com Review

An Amazon Best Book of March 2016: Globalization has been happening for a lot longer than there has been a word to describe it. In *From Silk to Silicon*, Jeffrey E. Garten of the Yale School of Management examines the lives of ten people whose actions contributed to the history of globalization. He begins with Genghis Khan, who did much to open up trade in his time, and ends chronologically with Deng Xiaoping, who reformed the Chinese economy and drew millions of Chinese workers into the modern market. In between, he touches on such disparate characters as Margaret Thatcher (free markets), John D. Rockefeller (multinationals) and Andrew Grove (Intel and the microchip). Garten could have picked ten different people to populate his book, but that's not the point. The spread of globalization has been built on the pieces that came before it, and individuals have both been impacted and found ways to make an impact. This is an interesting approach to telling the story of globalization. --*Chris Schlupe*

Review

"Succinct, erudite and entertaining, *From Silk to Silicon* is a most original account of the genesis of globalization." (Ernesto Zedillo Ponce de León, former President of Mexico and Director of the Yale Center for the Study of Globalization)

"Garten compellingly recounts how ten individuals helped shape the modern world, reminding us of the possibilities begat by transformative leadership." (**Dr. Henry A. Kissinger, former U. S. Secretary of State**)

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