

Young World Rising: How Youth Technology and Entrepreneurship are Changing the World from the Bottom Up

Rob Salkowitz

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Young World Rising gives you an exclusive glimpse into the new trend that's transforming global business and changing the dynamics of globalization

The global Millennial generation is 4.1 billion strong, and the spread of data networks is empowering them to build radically new kinds of organizations adapted to a flat and crowded world. *Young World Rising* takes you on a panoramic tour of the new centers of enterpreneurial innovation on five continents.

- Explore the dynamics driving the emergence of the Young World
- Demonstrate how wired Young World insurgents are reinventing entrepreneurship
- Get an inside look at the most innovative Young World businesses from India, Africa, Latin America and Southeast Asia
- Identify how your organization can capitalize on the rise of the Young World to find new talent, open new markets, identify investment opportunities and more

With more than a dozen unique and in-depth case studies, *Young World Rising* is essential reading for every organization coming to grips with the challenges of globalization and demographic change in the 21st century.



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