



John Robb: Power to the People?

Posted by [Prof. Goose](#) on April 3, 2006 - 6:08pm

Topic: [Supply/Production](#)

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[John Robb's piece over at Fast Company](#) also deserves a read (hat tip: [Matt Savinar](#)):

The next decade holds mind-bending promise for American business. Globalization is prying open vast new markets. Technology is plowing ahead, fueling--and transforming--entire industries, creating services we never thought possible. Clever people worldwide are capitalizing every which way. But because globalization and technology are morally neutral forces, they can also drive change of a different sort. We saw this very clearly on September 11 and are seeing it now in Iraq and in conflicts around the world. In short, despite the aura of limitless possibility, our lives are evolving in ways we can control only if we recognize the new landscape. It's time to take an unblinking look.

Also see John's latest at his blog [here](#).



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