

Karl Pilny

Asia 2030

The Prospects for the Global Economy

CONTENT

Asia: the new superpower

The global economy is on the cusp of a new era: Asia is set finally to take the lead in global competition. The continent, home to over half the world's population, is about to become the world leader in technology, and China's »New Silk Road« is one of the most ambitious infrastructural programs in human history.

Karl Pilny, a noted expert on Asian affairs, takes us to the heart of its economic miracle and introduces Asia's rising powers.

- What are the alliances and rivalries?
- What conflicts must we expect?
- Where are new markets emerging, and what are the coming trends in trade and consumption, demographics and urbanization?

Pilny's conclusion is striking: We are witnessing the birth of a multipolar world, in which four of the world's five richest and most powerful countries will be Asian.

A unique overview of the growing role of Asia's economic powerhouses

AUTHOR

Dr. Karl Pilny is one of the foremost Western experts on Asia and spent many years working in the region. He is a business lawyer in Berlin as well as working as an investment adviser for emerging markets and an entrepreneur in Zurich. He is also a keynote speaker, cross culture coach, and author of several books, of which the following are published by Campus: »The Asian Century« (»Das asiatische Jahrhundert«, 2005, **sold to Korea**), »Giants' Dance« (»Tanz der Riesen«, 2006, **sold to China**), and »Leaping Tiger« (»Tiger auf dem Sprung«, 2008).

TYPE OF BOOK

General non-fiction

TARGET GROUP

Readers interested in economy



September 2018
336 pages; 26,95 €
Hardcover