

OPEN WORLD:

The Truth About Globalisation

Philippe Legrain



Contents

ACKNOW	ZEDGEMENTS	ix
INTRODU	JCTION	
	FREE TO CHOOSE What kind of globalisation do we want?	3
ONE	WORRIED WORKERS Why globalisation is actually the least of their worries	25
TWO	THE POOR PROFIT Globalisation is the only route out of poverty	47
THREE	A BRIEF HISTORY OF GLOBALISATION How our open world emerged	80
FOUR	BRAND NEW WORLD? Why brands are not all-conquering beasts	118
FIVE	GIANTS WITH CLAY FEET Why companies don't run the world	132
SIX	THE PHANTOM MENACE Why government is not under threat	151

SEVEN	GLOBAL GOVERNMENT How the world should (and shouldn't) be run	174
EIGHT	FOOD FOR THOUGHT Why farm trade should be freed	211
NINE	ENDANGERED EARTH? How globalisation can be green	236
TEN	PATENTLY WRONG How global patent laws harm the poor and the sick	254
ELEVEN	FINANCIAL FAILINGS Why global money should be caged	270
TWELVE	CULTURE CLASH Individual freedom, not Coke, rules OK	293
THIRTEEN	A DIFFERENT WORLD We can build a better globalisation	320
NOTES		335
BIBLIOGRAPHY		348
INDEX		358

r

•

.