



MANAGEMENT TODAY

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An International Journal of Management Studies

home page: www.mgmt2day.griet.ac.in

Vol.7, No.1, January-March 2017



Book Review

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ARTICLE INFO

Article history:

Received 27.02.2017

Accepted 25.03.2017

Keywords:

Thank You for Being Late

A B S T R A C T

Title: Thank You for Being Late; ISBN: 978-0-241-30097-8; Published: December, 2016; Pages: 486; Price: 25 Euro; Author: Thomas L. Friedman; Publisher: Allen Lane, Penguin Publishing House, USA

Introduction

Technological, market and environmental acceleration in 21st Century, has indeed, outstripped human adaptability across the globe. It is thus, imperative for human to 'Pause' for a while, introspect and retrospect the highly potential peril usually ignored owing to perceptual stereotype and habitual postponement of priority for apparently invisible and non-comprehended risk.

The book titled "Thank you for being late: An optimist's guide to thriving in the age of acceleration", written by globally acclaimed and celebrated American Journalist and three times winner of the Pulitzer prize, Thomas L. Friedman, has cogently illuminated the ongoing occurrence and continuation of three extreme accelerations in the world which are descendants of

human actions. The three accelerations, appealingly named as, *Moore's Law*, *Market* and *Mother Nature* by Friedman, has attained such a pace which has literally outperformed human capability to adapt. 'Moore's law', 'Market' and 'Mother nature' are connotative synonyms of what is popularly known as, *Technology*, *Globalization* and *Climate change*.

The relevance of 'Moore's Law' with 'Technology' can be distinctly perceived from the law postulated by Gordon Moore, Co-founder of Intel Corporation, in the year 1965 which avouch that the performance of micro-chips will double in every two years. It is unanimously known and evident from the supersonic pace of evolution of micro-chips which has grown in performance by 3500 times, energy efficiency by 90000 times and cheaper by 30000 times in roughly half century.

The use of term 'Market' in connotation with 'Globalization' is perfectly pertinent as, globalization has integrated and, in many cases, economically consolidated the markets which were dispersed few decades back. And finally, no other term other than 'Mother nature', would have been more appropriate in illustrating the highly unexpected pace of climate change as, we associate 'Mother' with resiliency and tolerance.

Responsibility of Contents of this paper rests upon the authors and not upon GRIET publications

ISSN: 2348-3989 (Online)

ISSN: 2230-9764 (Print)

Doi: <http://dx.doi.org/10.11127/gmt.2017.03.08>

pp. 48-49

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The author has very effectively drawn relationships, interdependencies and disruptive changes brought by these three forces in the world through numerous realistic anecdotes. The interaction of these three forces has taken a shape of a sustainable cycle in which, technology is catalyzing the rate of acceleration of globalization, which in turn, is fueling climate change and ironically, technology is again used to mitigate, control and, to the extent possible, restore the destruction caused so far.

The author has emphasized the vitality of openness and collaborative approach to address the undesirable and potentially devastating changes taking place because of rapid acceleration of the forces. He insisted that it is of utmost importance for Governments, Corporations, Innovators, Social change agencies, societies and individuals to execute a cohesive action towards setting things right. The damage that has already been done over last Century, with relation to biodiversity extinction and limitless consumption of non-renewable resources, is irreversible. However, the author expresses his optimism towards preserving and sustaining practices beneficial for survival of mankind.

The richness of the book is contained in four parts. Part- 1, titled 'Reflecting', lays the foundation and relevance of the topic in continuation with the previous, globally acclaimed work of the author. Part-2, named 'Accelerating', comprehensively narrates the three forces enlisting the year 2007 as a remarkable period when the technology took a monumental leap to transform into a 'Supernova', as termed by

the author. Part- 3, titled 'Innovating', elaborates various dimensions of technology development, its speed and introduces something called 'IA' (Intelligent assistant, intelligent assistance and intelligent algorithm), establishing its importance more than what we know as 'AI' (Artificial Intelligence). Citing several globally practiced models of IA by leading corporations of the world, the author manifests its vitality in attaining a sustainable and inclusive growth in era where deep machine learning is endangering human cognitive skills with a possibility of substituting. The author also introduces the concept of 'The world of order' and 'The world of disorder' which are again connotative meaning of streamline activities and processes which exists in organized and developed world and chaotic and unorganized processes which entrenches the underdeveloped world to non-progressive and detesting school of thought.

'Anchoring' or part- 4, encompasses diverse thoughts and perception of author in the context of these three accelerating forces and truncates them to nostalgic and philosophical yet commendable effort extended by the residents of small town called 'Minnesota', from where the author belong, in discovering a way to attenuate and balance the speed of destruction.

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