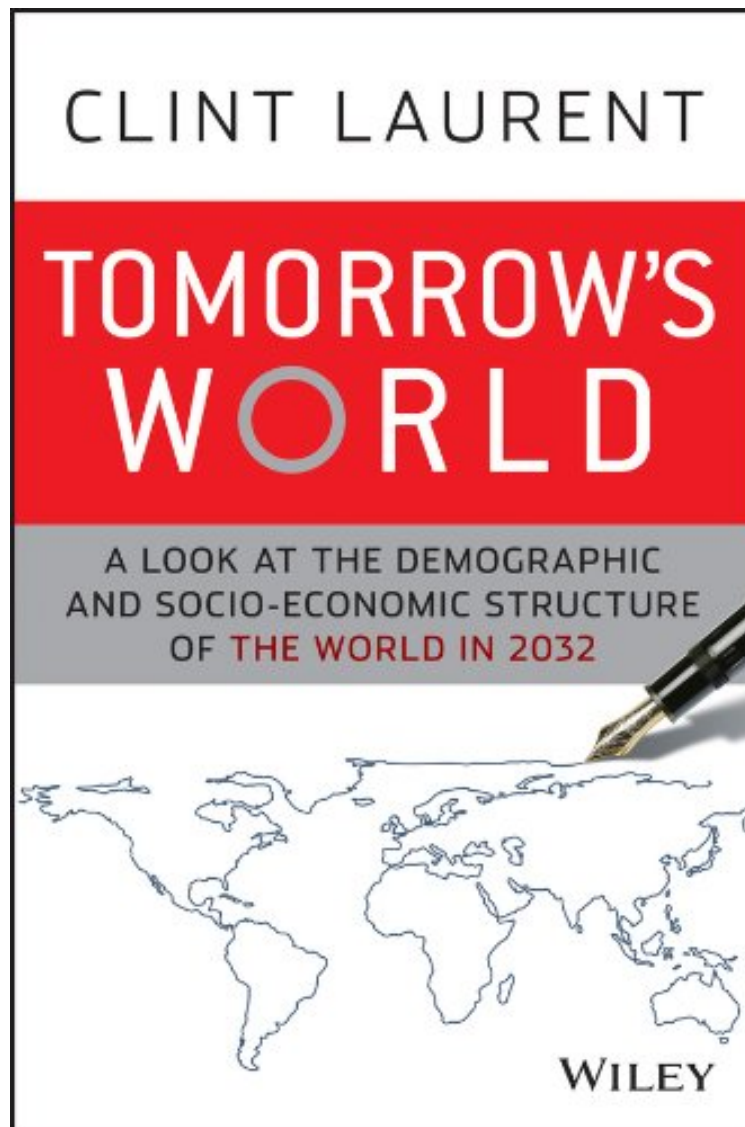


[Download] Tomorrow's World: A Look at the Demographic and Socio-economic Structure of the World in 2032

Tomorrow's World: A Look at the Demographic and Socio-economic Structure of the World in 2032

Clint Laurent

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Clint Laurent : Tomorrow's World: A Look at the Demographic and Socio-economic Structure of the World in 2032 before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tomorrow's World: A Look at the Demographic and Socio-economic Structure of the World in 2032:

0 of 0 people found the following review helpful. Four StarsBy Ganesh NagarajanAn interesting read for knowing what the future holds in terms of the future.0 of 1 people found the following review helpful. important for investors

and long term decisions

By L. Hong A bit repetitive in writing style but conclusions, which often go against the grain, are important and prescient. Highly Recommended! 12 of 13 people found the following review helpful. An overwritten consultant's report, not a serious demographic analysis

By Aaron C. Brown This book begins by urging readers to "imagine the enormous advantage" of having had demographic projections in 1990. But of course people did have demographic projections in 1990. Some predictions proved useful, others proved dead wrong, still others were irrelevant. The kind of simple extrapolations used in this book missed the economic trends in former communist countries, overestimated the effect of AIDS, failed to foresee major shifts in immigration patterns and were wildly incorrect in Japan among other errors. The author does discuss this point in general early in the book but with no specifics, historical examples or analyses of probable error rates for his predictions. The tone is one of disclaiming responsibility rather than assessing reliability. And once we're out of the opening pages, the disclaimers and qualifications disappear. This overconfidence does not make the book useless. It does give a reasonable demographic picture of much of the world, and some of its extrapolations are reliable. Given the amount of demographic misinformation and absurd predictions common in news accounts and policy debates, a lot of people can benefit from reading this book. Basically what the author has done is to assemble economic and vital statistics from 74 countries plus some international institutions, and force them into consistency. This is a key step with an undiscussed trade-off. Forcing consistency does eliminate some data errors and saves you from some logical errors like predicting more workers in 2032 than there are people. On the other hand, it can cause you to miss anomalies that for some purposes are more important than the baseline. Most important, it can lead to excessive trust in a tidy picture, when it may be better to base decisions on an appreciation for the messiness and uncertainty of real people. There's no question that the kind of simple econometric modeling on scrubbed data the author supplies is a better baseline than assuming the future will be the same as the present, or worse, the past. If either of those are your starting point, reading this book will help reorient your thinking to reflect one plausible future. Some demographic trends are predictable and for others prediction at least gives a reasonable median guess. But the book's promise of tremendous advantage and its specific recommendations are not supported by its uncertain projections. For one example, the book shows a scatter plot of GDP per capita versus the author's own "education index" to make the point that countries with high education levels can be rich or poor, but countries with low education levels are always poor (this is repeated as figure 1.5 and 4.4, although with different fitted lines). According to the author this proves, "Money spent on education rather than space programs will produce a greater benefit to society." But there's no data on the relation between money spent on education and education levels, nor on the relation between total GDP and "benefit to society," nor on the effect of space programs at all. It assumes that education causes GDP increases, rather than the other way around. Even ignoring those factors, the graph suggests education matters only for poor countries, most of which are not choosing between schools and space programs. The coverage of the book is more limited than you may expect. The author discusses that it covers only 79% of the population of the world, but omits the fact that it covers only the official residents of the countries in question and their official activities. Undocumented immigrants, underground economies, subsistence activities and unsalaried labor are very significant factors in shaping events, especially in the most dynamic areas. Converting everything to US dollars can be misleading as it only accounts properly for international trade goods. The focus on averages is convenient for the author's econometric modeling, but often it is medians and modes that matter. The book appears to have been written by several people and hastily stitched together. For example, the same graph, with almost identical supporting text, is often repeated as mentioned above, or for a triple example, figure i.1, figure 1.1 and figure 11.1. The text claims countries are divided into seven regions, in fact there are nine. The book is written in an annoying consultant-speak, with lots of big words and tedious repeating of simple facts to fill up paragraphs and produce a weighty report. The big words are often misused. "Normative" appear frequently and seems to mean anything except its dictionary definition. "Voracious" is used for "veracious," and "true" would be perfectly adequate. Straw man views are triumphantly refuted, without even identifying anyone who holds the foolish views. Just about every section is introduced with three paragraphs to say, "X is a function of Y and X/Y". Not only is this a lot of words for some simple algebra, it can be misleading. For example, "Employment is a function of two factors. First, the propensity of a person of working age to be employed and second, the number of persons who are of working age." I will spare you the multiple restatements of this. Of course, it's true in a mathematical sense, but it's only useful if the error in predicting the variable of interest (total employment) is greater than the error in predicting the other two variables plus the compounding effect when errors are multiplied. If you think of employment rate as some kind of random walk not strongly related to population, this could be a good way to think about the data. But if you think of an economy generating a fixed number of jobs, and people either moving or adjusting employment status to supply the fixed number, then breaking things down this way reduces understanding. This is exactly the sort of important issue a book like this should discuss, and that this one ignores completely. I wish I knew of a better example of what this book claims to be: a sober, professional, skeptical, up-to-date account of the state of demographic knowledge. I don't, so if that's what you want, you might find it useful to wade through this one.

How the world's demographic and socio-economic landscape will change over the next two decades Tomorrow's

World maps out the world's near future through the lens of demography, dealing with issues of health and wealth; death and taxes; buying and selling; education and progress; and how and where we choose to live. The last century saw the world's population quadruple, the emergence of mega-cities and increased urbanisation, and large changes in fertility, mortality, healthcare, education, and income. The world we live in today was profoundly shaped by those changes. This book looks at what's happening now and how demographic changes will reshape the twenty-first century. It highlights the most significant current demographic realities and explains the implications they'll have for our near future. If you run a business, manage a brand, or just want to know what the future looks like, *Tomorrow's World* is a must-read. A vitally important look at demographic trends how they will effect labour, education, population, economics, and business in this century Written by the founder and Managing Director of Global Demographics Ltd., a leading demographic agency that consults with companies on market and business planning A must-read book for economists, financial analysts, brand managers, and business leaders If you ever wanted to know what tomorrow's world will look like, you have to start by looking at the world today. This book reveals how the experts expect our socio-economic landscape to evolve, identifying threats and opportunities along the way.

From the Inside Flap If we are to avoid a directionless, haphazard road, we need to take control and prepare for the future, and this begins by having a better understanding of what demography is telling us about the future. *Tomorrow's World* Imagine the enormous advantage a corporate strategist or marketing professional in, say, 1990 would have had if they'd had access to a technology that permitted them to see, with a high degree of accuracy, the epic economic and social shifts that would occur over the next couple of decades. Imagine how they could have used their advance knowledge of the emergence of the massive Chinese middle class or the emergence of the global affluent consumer. Now imagine that you had such a fantastic instrument at your disposal. What kind of insights might it provide into how the world will develop over the next twenty years? What impact would that information have on your organisation's success? *Tomorrow's World* takes such speculation out of the realm of science fiction and into the real world. Written by the founder and Managing Director of Global Demographics Ltd., a top demographic agency that consults with companies worldwide on market and business planning, it maps out the world's near future as seen through the lens of demography. Must reading for business leaders, financial analysts, marketers, brand managers, government policymakers and economists, *Tomorrow's World*: Provides key demographic data for 74 countries, comprising 79% of the world's population and 92% of global GDP Offers coverage of significant changes, over the next two decades, in population, households, labour force, household incomes, consumption, environment and other factors Distills official census results and data from a range of major indices for all 74 nations down into demographic patterns across 7 major regions for easy analysis Treats India and China (each of which comprises 20% of the world's population) as separate regions Groups richer nations, including Hong Kong, Singapore, Japan, South Korea, Taiwan, Macau, Australia, and New Zealand, together as a discrete region Treats poorer nations, such as Malaysia, Indonesia, Thailand, Philippines, Vietnam, Cambodia, Sri Lanka, Pakistan, and Bangladesh, as separate regions Supplies you with a sounding board against which to test the veracity of your current assumptions and the fitness of your strategy and long-term business planning Trying to steer your organisation into the future without all the facts in hand is like going into battle with an unloaded gun. Read *Tomorrow's World* and arm yourself with the information and analysis you need to form a clear picture of how our socio-economic landscape will evolve over the next two decades, target the most promising emerging business and investment opportunities and identify the most serious threats to your ongoing success.

From the Back Cover Why you should read this book This book provides a global perspective of how the nature of demographics, household incomes, and expenditure patterns might be expected to change over the next twenty years. It is written without a particular bias (for example, to sell investments) and, as a result, provides insights into what the world might be like in the future, which is at odds with what is frequently promoted. For example: While Japan is on average getting older, so is the changing nature of its employment practices such that the number of dependents per employed person remains one of the lowest in the world. It will have enough workers to support the aged population (and grow the economy) for the next 20 years. India has a potential demographic dividend in terms of a large number of persons reaching working age. However, the economy will only benefit if they can find employment—at the rate of 6 million extra jobs a year for the next two decades. Globally, the youth market is not a growth segment. The total number of persons under the age of 25 years declines by 89 million persons in the next 20 years. There are few countries that are exceptions to this trend. The 40-plus age group provides much greater growth potential in both revenue and number of customers. China's workforce will inevitably decline in absolute numbers by 18% over the next 20 years (by 6% in the next decade). For this reason, claims that China's total real GDP will grow at 8% per annum for the next decade are making heroic assumptions about productivity per worker. North America, Western Europe, and Affluent Asia—with 18% of the world's population in 2012—account for 69% of total consumer spending. They are also expected to account for 41% of the growth in consumer spending over the next two decades. While India has a poor standard of education relative to the world, 49% of its labour force in 2032 will enter the labour force sometime after 2012. Therefore, getting education right now will pay dividends. Otherwise, India's economic and political future is at risk as a result of having a large, poorly skilled working-age population struggling

to find employment. As a result of the declining youth population, the nature of the household is changing—already, 41% of all households in the world have no person less than 19 years of age in them. In the more affluent and older countries, it is 62% of households. By 2032, this will reach 47% and 68% respectively, meaning household consumption requirements will change dramatically.

About the Author Dr. Clint Laurent is the founder and Managing Director of Global Demographics Ltd., formerly Asian Demographics Ltd. Dr. Laurent moved to Hong Kong in 1976, initially with Hong Kong University and then as a director of Price Waterhouse, where he built up a market research and consultancy group. In the following years, Dr. Laurent founded and sold off two leading regional research companies—Asia Market Intelligence Ltd. and then Asia Studies Ltd. before launching Asian Demographics in 1997. Dr. Laurent holds a PhD in marketing and statistics from Bath University in the UK.