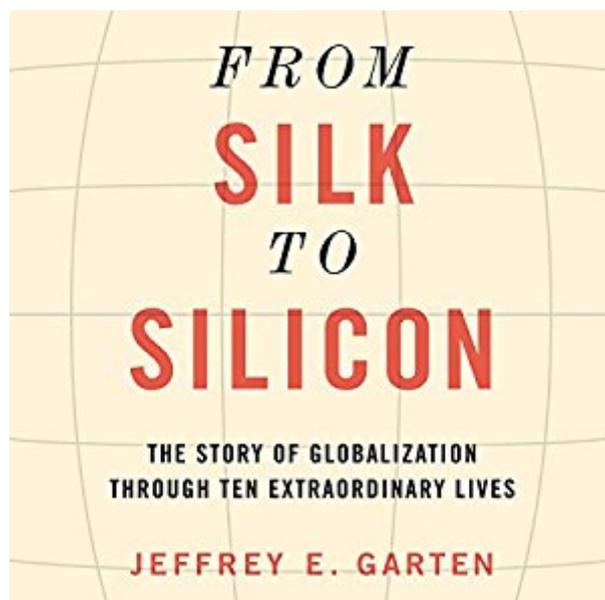


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# From Silk To Silicon: The Story Of Globalization Through Ten Extraordinary Lives



## Synopsis

From Silk to Silicon tells the story of who these men and women were, what they did, how they did it, and how their achievements continue to shape our world today. They include: Genghis Khan, who united east and west by conquest and by opening new trade routes built on groundbreaking transportation, communications, and management innovations. Mayer Amschel Rothschild, who arose from an oppressive Jewish ghetto to establish the most powerful bank the world has seen and ushered in an era of global finance. Cyrus Field, who became the father of global communications by leading the effort to build the transatlantic telegraph, the forerunner to global radio, TV, and the worldwide Internet. Margaret Thatcher, whose controversial policies opened the gusher of substantially free markets that linked economies across borders. Andy Grove, a Hungarian refugee from the Nazis who built the company - Intel - that figured out how to manufacture complex computer chips on a mass commercial scale and laid the foundation for Silicon Valley's computer revolution. Through these stories Garten probes critical questions, such as: How much influence can any one person have in fundamentally changing the world? From Silk to Silicon is an essential book to understanding the past - and the future - of the most powerful force of our times.

## Book Information

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## Customer Reviews

This book draws connections between people and events that most of us would never have thought to make, but once made, will never forget. For example, I bought "From Silk to Silicon" because I was interested in learning more about just one of the ten individuals that Jeffrey Garten chose to

profile, namely Margaret Thatcher. I knew he drew heavily upon Daniel Yergin's excellent book, "The Commanding Heights" which I also believe to be a must read book, so I hoped that it might simply contain a few morsels of new info that might essentially serve as a substitute for a much needed sequel to that book. I was worried that the supposed attempts to bring each personality to life would consist of the same sort of non-substantive filler that some authors have included in other books apparently in an effort to demonstrate that by knowing someone ordered roast beef for lunch on a Tuesday afternoon in a swank restaurant with blue tablecloths and matching napkins, this would prove how much more knowledgeable they were than the rest of us about the views held and/or the actions taken by an important figure. But, fortunately, what I found instead was an excellent summary of the life and times of The Iron Lady and the ongoing relevance of her bold actions to the world in which we live today that touched upon her personal life only to the extent necessary to add insight, followed by some enlightening commentaries by Jeffrey Garten himself, e.g., "Still, it is worth taking a minute to reflect not just on the nature of the revolution that Thatcher wrought but also on its ultimate impact. ...

A comparison to the Thomas L. Friedman multi book series on globalization beginning with *The Lexus And The Olive Tree* in 2000 is inevitable; especially given the Garten chosen title *From Silk To Silicon*. But whereas Friedman weaves his own personal interviews and reflections to demonstrate the tension between the (modern) globalization system and the ancient forces of culture, geography, tradition, and community • Garten allows the reader to see and feel, and thereby appreciate the varied contributions made by leaders of their time to the development and growth of an interconnected world as opposed one at odds. Garten paints a different picture, offering both the positive and negative of his profiled personalities as he concentrates on how the world grew up, moved forward as the exchange of cultures, ideas, religious practices, innovations and a host of other human endeavors allowed regional populations to assimilate into a more pronounced global society. By having the opportunity to emulate and barrow from each other was the growth of civilization fostered. He still recognizes that societies differ as the historic periods in which each individual is depicted clearly exemplifies the contrasts. But in the end all his renowned figures fueled the globalization engine and this is the main theme of the book. Whether one concludes that this ongoing phenomenon is too be adjudged good or bad is left to the reader to decide. My only negative lies in the presentational pedagogy of the book. Readers would be well advised not to skip the introduction, as many do, and to concentrate a bit more on the chapter ending commentaries after the specific life profile is finished as well as the last chapter titled "The

Best is Yet to Come.

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