



BOOK DESCRIPTION

Several years have passed since I wrote the 1st edition of this book and had it published two years ago. Many things have changed during that time. The world was thrown into turmoil by the Covid-19 pandemic (2020-22); we had supply chain disruptions: geopolitical machinations and the pull-and push by great powers caused tensions in many parts of the world. The world has become “fragmented”, a unipolar world with a singular great power (superpower) has evolved into a multi-polar world which is much more complex and complicated. Globalisation has also been challenged.

Climate change has begun to physically impact many places with severe floods, extreme heat and fires. Melting ice in the north and south poles increased sea levels and continues unabated. These climate changes have already negatively affected millions of people around the world, sometimes severely in both advanced and developing countries.

While the Tri-Cluster Model described in the 1st edition has given us a framework for understanding Ethnic Chinese business entrepreneurship in a certain age group, we need the understanding of business behaviour in a much wider and longer-term basis. Therefore, in this new edition of the book I am introducing the concept of megatrends into business, especially international business. The first two megatrends I would like to discuss are: 1) Globalisation and de-globalisation, 2) Rise of China, East Asia and Asia. These megatrends can be found in the epilogue of the book (end of book). Other megatrends will have to wait for another book, a whole book to cover them.

Knowing your megatrends well, and as many of them as possible, you will not “lose your feet” in the conduct of your business in a very fast and chaotic situation, such as in the pandemic that preceded us recently. In the quick-changing world driven by rapidly changing and advancing technologies, one needs to keep learning. Doing so, you will be able to adapt, respond and foresee new situations much earlier than your competitors can. This is the “very big picture” approach. Happy reading!

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