



## Sustainable development in a tittering Global economy.

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**Title: Sustainable development in a tittering Global economy.**

**Subtitle:** Exploring opportunities within the Global economic integration.

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**Abstract:** The commercial world is integrated and it behooves career seekers to embrace “unfamiliar” situations. The new economy places increasing demands on flexible intellectual skills, and the ability to analyze and integrate diverse sources of knowledge in solving marketing-related challenges. For clarification: Regardless of the political undertone that some of the quotes and references this paper may have, G&A (the Goslar Company) is advocating a non-biased nonpolitically ethical collaboration principles. Moreover, G&A adheres to non-disclosure confidentiality principles. This paper is about providing incremental knowledge to career seekers, entrepreneurs and CEO’S

The fourth industrial revolution, a term coined by Professor Klaus Schwab, founder and executive chairman of the World Economic Forum, describes a world where individuals move between digital domains and offline reality with the use of connected technology to enable and manage their lives. The first industrial revolution changed our lives and economy from an agrarian and handicraft economy to one dominated by industry and machine manufacturing. Oil and electricity facilitated mass production in the second industrial revolution. In the third industrial revolution, information technology was used to automate production. Although each industrial revolution is often considered a separate event, together they can be better understood as a series of events building upon innovations of the previous revolution and leading to more advanced forms of production. This article discusses the opportunities and the challenges of the fourth industrial revolution, which identifies the relevance and importance of ideas of one's own beliefs and values.

The fourth Industrial Revolution is a Global game changer that affects every economy. What might be missing in most data prawned presentations might be some practical advice and applicable tools that would help people to cope with the differences by adopting new ways of thinking, like for example addressing the Efficiency versus Equality dichotomy within an existing economic framework.

The developments in disjointed fields such as artificial intelligence and machine learning, robotics, nanotechnology, 3-D printing, and genetics and biotechnology, will cause widespread disruption not only to business models but also to the labor markets. In order to succeed, changes must take place. Market commanding organizations are interested in a single capacity staff because it is easier to monitor and regulate. As individuals, we should be acutely aware of the downside of the single capacity policy.

Cross-continental collaboration is a reality that cannot be ignored. In order to better understand the daunting challenges in cross-cultural dialogues between the Western and Eastern oriented partners, G&A makes references to the teaching of Martin Jacques, and some of the points made by Joseph Nye about the Global Power shifts. Views expressed by the economist Dambisa Moyo, and notes from Graham Allison who illuminates positive passages in an ongoing conflict between the West and China.

For the sake of making commercial progress, we will suspense geopolitical speculations and focus on practical ways to advance towards Sustainable Economic Development.

In the context of the program, how to leverage the Global Economic Integration to your advantage, we look at what entrepreneurs, CEOs and career seeker can do to stay ahead of the game. The increase in U.S. income inequality in recent decades is strikingly similar to the increase that occurred in the 1920s'.

In both cases there was a boom in the financial sector, poor people borrowed a lot and engaged in huge financial debts. The increase in inequality may have in part contributed to the reoccurring financial crisis.

The relationship between inequality and growth takes on more significance over time.

In recent work by (Berg, Ostry, and Zettelmeyer, 2011); observant minds will discover that when growth is looked at over the long term, the trade-off between **efficiency** and **equality** may not exist.

In fact, **equality** appears to be an important ingredient in promoting and sustaining growth.

The difference between countries that can sustain rapid growth for many years or even decades and the many others that see growth spurts fade quickly may be the level of inequality.

Countries may find that improving equality may also improve efficiency, understood as more sustainable long-run growth.

### **What would you as a decision maker propose as a strategy to balance efficiency and equality in your organization?**

George Bernard once said, "Few people think more than two or three times a year; I have made an international reputation for myself by thinking once or twice a week.

Perhaps the most complicated and greatest asset a human being can have is managing the faculties between your ears. This course includes exercises suitable for anyone who is interested in shifting cognitive thinking towards critical thinking.

Making parts of the thinking process more recipient to new intuitions and insights that would lead to new ideas.

Constructive discourses will enable participants to evaluate input beyond the inhibiting pre-dispositions.

Increasing critical thinking is very important in the new knowledge economy that typifies the fourth industrial revolution.

- Memory recall exercise.
- Exercises in critical thinking. How to sift through massive misinformation in order to identify key issues that we can solve.
- Creative thinking is needed to come up with solutions, and critical thinking.
- A brief introduction to the Meta self-knowledge, which is about having an accurate understanding of one's thinking skills.

## **The contradicting deductions in the dichotomy between efficiency and equality.**

In his book *Equality and Efficiency: The Big Tradeoff*, Arthur Okun argued that pursuing equality can reduce efficiency (the total output produced with given resources). He said that not only can the more equal distribution of incomes reduce incentives to work and invest, but the efforts to redistribute-through such mechanisms as the tax code and minimum wages- can themselves be costly. Okun calls it the "leaky bucket." Some of the resources transferred from rich to poor "will simply disappear in transit, so the poor will not receive all the money that is taken from the rich"-the result of administrative costs and disincentives to work for both those who pay taxes and those who receive transfers.

***“ But what if this time around we think differently?”***

The possibilities of a potential change are usually measured against the current state of business affairs. In most cases, the current position determines what if anything shall be done with various "What ifs?" Practicing to live with change is a never-ending, important lesson.

Instinctively we hold on to what we know even if it becomes less and less effective. Instead, we need to jump into the freezing cold water time and again in order to experience the shocking effect of the change.

Despite this pessimistic observation of Dr. Okun, an organization that recognized the benefits of equality found new innovative ways of redistributing wealth by providing housing for employees. Such is the case of Ethiopia Airline who's management initiated the Ethio village project. Whereby low wage employees are able to afford new homes under favorable conditions while the enterprise is enjoying tax advantages at the same time.

### **Keywords:**

Adopting (NPD) new product development to new organizational thinking.

Using research data as the impetus to create new choice modeling.

Relevant innovation has always been an unparalleled advantage in the market place.

### **References and indirect contributions:**

Margaret Heffernan, Bill Gross, successful entrepreneur. Dr. Shaun M. Powell, Dr. Jaakko Aspara, Prof. Henrikki Tikkanen, Key Mechanisms, Dr. Khanyapuss Punjaisri, Prof. Alan Wilson, Dr. Adny Lowe, Per-Ola Karlsson, DeAnne Aguirre Kristin Rivera, Simon Sinek, Ron Kaufman, Thomas Piketty & Federico Pisono, Including references from TIM & TUHH, Prof. Dr.-Ing. Andreas Timm-Giel, Hamburg University of Technology.

## A bit about Alex Goslar

The field work at Goslar & Associates provides insights into the relationships between people and their working environment at various levels and in diverse communities. Having to deal with unlikely situations gave Alex Goslar the impetus to compile insights that helped others to become innovative thinkers in their own right. G&A avoids replications and duplications of readily available information. G&A approach differentiates itself by providing not only what should be done but also how to do it. Experiences gathered from working in 12 countries on 4 continents enables provides us with valuable and often unique insights.

One noteworthy observation is that despite a surge in commerce, the number of breakthrough marketing ideas has not increased proportionately.

After receiving his diploma in Vienna Austria, Alex's career path took him to London, Bangkok, Chicago and to Frankfurt Germany where Alex worked as a European Creative Director on international accounts. A proponent of constructive engagement, Alex brought about remarkable changes to international brands while working at SF & Partners in London, at OAG Advertising Munich, J.W. Thompson Chicago and at the Leo Burnett Company. During his journey, Alex created distinctive campaigns for global brands that earned him prestigious international awards in Japan The USA and Europe. Amongst them:

2 Golden Lions from the Cannes Film Festival, New York Cleo awards, the London Advertising Festival, The New York One show and the Los Angeles art director's club. In addition to his daily activities, Alex published several papers on the relationships between people and brands. Through his intensive involvement, Alex was able to coach young executive who intern became contributors to the cause of positive engagement. Since 2001 Alex works out of his independent Branding Agency in Bangkok, serving clients in Asia Africa and Europe. In addition to building Brands, Alex conducted Seminars on the subject of marketing-inspired Branding for private enterprises as well as for the Universities.

Alex has two books about branding to his credit. Brand experience and Brand in Black, which was published in 2011