

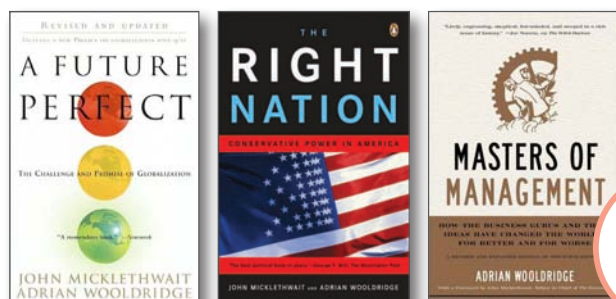


# Adrian Wooldridge

□ Expert on global business, culture and politics. □

Long-time journalist for *The Economist* speaks on a wide range of subjects revolving around global business: China and India, the search for talent, business history, management and entrepreneurship, globalization and the economy. Coauthor of five books. His current book, *Masters of Management*, is a revised and expanded edition of the bestseller, *The Witch Doctors*.

Schumpeter Columnist & Management Editor, *The Economist*.



NEW

Globalization is not just about economics. It's about attitudes, expectations and social habits.

Ahead of the Curve

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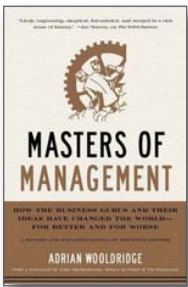
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## Highlights

Long-time journalist for *The Economist*, Adrian Wooldridge speaks on a **wide range of subjects** from management to politics to globalization and the economy.

He writes *The Economist's* Schumpeter Column and is Management Editor. He also has served as the magazine's Washington Bureau Chief, Los Angeles Correspondent, and Social Policy Editor (specializing in education and health care).

Adrian is the coauthor or coeditor with fellow *Economist* journalist John Micklethwait of **five books on globalization and business**, including *The Right Nation*, *The Company*, *God is Back* and the bestseller, *The Witch Doctors*.



His current book, *Masters of Management: How The Business Gurus and Their Ideas Have Changed The World—For Better and For Worse* is a revised and expanded edition of *The Witch Doctors*. This book is an entertaining yet serious guide to today's management theories and gurus.

"Read it before buying any other business book."

— Rosabeth Moss Kanter

Adrian has written *Economist* surveys on **entrepreneurship** and **the global search for talent**, as well as on telecommunications, education, multinational companies and management consultancy.

He's also written public policy papers on education, on meritocracy and classless society, and a book on American politics.

## Areas

globalization & American politics □ management & economics □ religion & globalization □ Asia & immigration □ social policy & education □ US West Coast business and politics

## The Search for Talent

Adrian has written a major piece for *The Economist* that examines the dynamics of the new global war for talent. There has always been a talent shortage in the hi-tech industries, but now the trend is broadening to new sorts of industries. Several factors are driving these changes: the shift toward a knowledge-based economy, demographics (fewer workers), changes in worker attitudes. The implications for business are enormous: companies now need people more than people need companies. So far, businesses are better at bringing people on-board than at keeping them for the longer term. And very few companies—or countries—have done anything to prepare for the massive exit of senior talent to retirement, even though they know it's coming. Few people understand these issues better than Adrian Wooldridge.

## • Credentials

- □ Management Editor & Schumpeter Columnist, *The Economist*
- □ Coauthor/coeditor of five books
- □ Author of several public policy papers and of several *Economist* surveys
- □ Prize Fellowship and Doctorate, All Souls College, Oxford
- □ Harkness Fellow, University of California, Berkeley