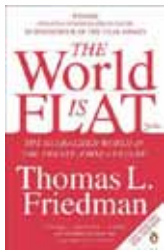


The World Is Flat

The globalized world in the twenty-first century

Martin Butler, senior lecturer at the University of Stellenbosch Business School (USB), presents this timely and essential update on globalization, its successes and its discontents, as powerfully illuminated by the world-best-selling author, Thomas L. Friedman.



The rules of the game have changed forever

Friedman has travelled the globe to understand the fundamental shifts that are taking place in business as a direct result of the internet. In *The World Is Flat*, Friedman brilliantly demystifies the exciting, often bewildering, global scene unfolding before our eyes, one which we sense but barely yet understand.

"The Internet created a global platform that allowed more people to plug and play, collaborate and compete, share knowledge and share work, than anything we have ever seen in the history of the world."

The rules of the game have changed forever – but does this 'death of distance', which requires us all to run faster in order to stay in the same place, mean the world has become too small and too flat too fast for us to adjust?

According to Friedman, the technology that seems to improve communication on a global scale causes it to deteriorate on a local scale. Identifying ours as 'The Age of Interruption', he discusses the annoyance and dangers of BlackBerrys in meeting rooms, hands-free kits in conversation and using a phone or iPod while driving. How can we hope to concentrate on one thing without interruption, in an age when we are always 'connected' via email or mobile phone?

Join Martin Butler and learn more about these findings in a fascinating book that is a must-read for every modern business manager.

More about Martin Butler

Martin Butler is a senior lecturer at the University of Stellenbosch Business School (USB). He lectures in the fields of Information System Management, IT Project Management, Technology Futures and Systems Thinking.

His areas of expertise include Information Systems Project Management, Enterprise Information Systems (ERP / CRM / SCM) and Business and IT Alignment.



Venue and Date

Please note: As a courtesy to the speaker, the venue's door will close at 07:30 and latecomers will regretfully not be admitted.

BELLVILLE

Date: Friday, 9 October 2009 (register by latest 6 October 2009)

Time: 07:00 – 08:30

Address: Room 210, University of Stellenbosch Business School, Carl Cronjé Drive, Bellville

JOHANNESBURG:

Date: Friday, 20 November 2009 (please register latest by 17 November 2009)

Time: 07:00 – 08:30

Address: Vermillion Conference Room, The Forum, 1st Floor, 57 Sloane Street, Wanderers Building, The Campus, Bryanston, Johannesburg

Cost

R250 per head (book and CD with PowerPoint presentation included)

More about the USB-ED's We Read For You book forum

- It is a forum for in-depth and academically driven discussions on business literature.
- Books that are highly rated will be read on your behalf, the content will be presented and a discussion will be facilitated around it.
- You receive the book and a PowerPoint presentation on CD.
- You stand the chance of winning a R250 book voucher from kalahari.net in a lucky draw.

Enquiries

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Fax: +27 (0)21 918 4478

Email: jacky.hector@usb-ed.com

REGISTRATION FORM

We Read For You: The World is Flat

TO REGISTER:

Please return registration form and proof of payment via fax +27 (0)21 918 4478
or email to Jacky Hector at jacky.hector@usb-ed.com

Please indicate which one you will be attending:	
USB, Bellville (9 October 2009)	
Johannesburg: (20 November 2009)	
SURNAME:	NAME KNOWN BY:
FULL NAMES:	ALUMNUS: Yes No
TELEPHONE NUMBER (w):	POSTAL ADDRESS (w):
CELL NUMBER:	
EMAIL ADDRESS:	POSTAL CODE:
SIGNATURE:	DATE:
(If completing electronically, please just fill in full name and designation along with date)	

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 Bank: FNB
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 Branch: Tygerberg
 Branch Number: 201410
2. CHEQUE
 Made payable to: USB Executive Development Ltd
3. Please advise if you will be paying CASH

PLEASE NOTE: Payment must be made before the workshop date.
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