



The Invisible Continent: Four Strategic Imperatives of the New Economy

Kenichi Ohmae

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Kenichi Ohmae looks ahead to the future of business in the age of the Internet and sees a rapidly changing landscape -- one to which we must adapt or face the consequences. Ohmae unveils this new economy's four basic forces and shows how a dramatic and volatile battleground is forming between companies and the countries that try to regulate them.

Just as *The Borderless World* foresaw a globally interlinked economy, *The Invisible Continent* maps out the coming technological revolutions and the impact they will have on the businesses around the world. A must read for anyone seeking to attain and keep a competitive advantage in today's markets, *The Invisible Continent* is a "timely, well-written, and well-organized book" (Library Journal).

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