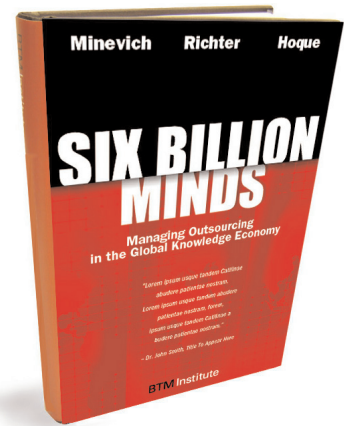


Six Billion Minds

Managing Outsourcing in the Global Knowledge Economy



THIS publication of the BTM Institute – *Six Billion Minds: Managing Outsourcing in the Global Knowledge Economy* – is a wake-up call to global leaders. A collaboration among the most accomplished academics and global leaders (over 60 top international figures), this book examines management challenges and innovation opportunities in light of the profound impact of globalization and the emergence of the knowledge economy. It shows how to build excellence by leveraging the vast global knowledge pool of the “six billion minds” that make up the emerging knowledge economy, which is driven by the convergence of business and technology.

Globalization is leaving a lasting impression. While not perfect, globalization has been extremely successful for the world economy. It has created millions of jobs, raised millions out of poverty and improved the quality of life in countries that once were considered incapable of contributing to the world economy. Instead of debating its merits, we could better spend our time learning how to thrive in it, rather than letting ourselves get trampled by it. It is the role of *Six Billion Minds* to be a “field guide to globalization.”

What is new today is summed up in the term “knowledge economy.” We believe that Global Outsourcing = Knowledge Economy. And this economy is about discovering and harnessing the knowledge that can spring forth from any mind, anywhere. *Six Billion Minds* examines the seismic shifts that threaten to engulf long-dominant nations like the United States, whose world leadership in innovation is now being rivaled.

This book tackles the subject with great insights and blunt real-

ities from the business leaders pioneering and setting the pace of global outsourcing as the next big element of the knowledge economy. This economy is about innovation and global outsourcing competitiveness. And sustainable innovation requires a seamless, structured management approach that begins with board and CEO-level issues and connects all the way through technology investment and implementation.

The authors have interviewed the most accomplished business leaders in the world and included not only methods, processes, and practical tips, but also human stories of success and survival – creating this unique exploration of the global knowledge economy.



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For information on this book please visit:
www.btm-institute.org/sixbillionminds/

BTM Institute

Michael Nobel Harriet Fulbright Institute of Business Technology Management

Founded in 2003, the BTM Institute - the Michael Nobel Harriet Fulbright Institute of Business Technology Management (BTM) is the first international nonprofit organization of its kind that brings together a select group from the academic, corporate, government and thought leadership communities as a think tank to address the long-standing need to manage business and technology together. Today, it is the world's largest and most focused knowledge-based community comprised of 5,000 subscribers and members solely focused on BTM, enabling the next generation of leaders to learn from one another. The Institute is chaired by Faisal Hoque, Founder of the BTM Institute and Enamics, Inc. and creator of BTM; Dr. Michael Nobel, the great grandnephew of Dr. Alfred Nobel and Chairman of the Nobel Family Society; and Ms. Harriet Mayor Fulbright, wife of the late Senator J. William Fulbright and Chairperson of the Fulbright Center.

Six Billion Minds is organized into parts: The Changing Face of Innovation, National Competitiveness, The Business Model of the Future, Into the Future, and a newly updated *Global Outsourcing Report*, with country by country ratings and analysis.

In the course of writing this book the authors have traveled the globe, interviewing such leaders as Professor Jagdish Bhagwati (Columbia University and Council of Foreign Relations), Martin Wolf (Financial Times), Shashi Tharoor (UN Under-Secretary-General), James Clifton (CEO, Gallup), Ramalinga Raju (Chairman, Satyam), and Vint Cerf (widely known as the 'Father of Internet'), among others.

The contributors to *Six Billion Minds*, listed below, are a veritable "who's who" of today's knowledge economy, whose experience in every part of the world and in every kind of organization provides a perspective unavailable anywhere else.

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