

NATIONAL BESTSELLER

THOMAS L.  
FRIEDMAN

NATIONAL BOOK AWARD-WINNING AUTHOR OF  
*FROM BEIRUT TO JERUSALEM*

UNDERSTANDING GLOBALIZATION

THE LEXUS  
AND THE  
OLIVE TREE

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NEWLY UPDATED AND EXPANDED EDITION

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“A brilliant guide to the here and now.” —*The New York Times Book Review*

**I**n *The Lexus and the Olive Tree*, Thomas L. Friedman, the Pulitzer Prize-winning foreign affairs columnist for *The New York Times*, offers an engrossing look at the new international system that is transforming world affairs today. Globalization has replaced the Cold War system with the integration of capital, technology, and information across national borders—uniting Brazilian peasants, Indonesian entrepreneurs, Chinese villagers, and Silicon Valley technocrats in a single global village. You cannot understand the morning news, know where to invest your money, or think about the future unless you understand this new system, which is profoundly influencing virtually every country in the world today. Friedman tells you what this new electronic global economy is all about and what it will take to live within it.

With vivid stories drawn from his extensive travels, he dramatizes the conflict of “the Lexus and the olive tree”—the tension between the globalization system and the ancient forces of culture, geography, tradition, and community. He also details the powerful backlash that globalization produces among those who feel brutalized by it, and he spells out what we all need to do to keep the Lexus and the olive tree in balance. For this new paperback edition, Friedman has substantially expanded and updated his provocative analysis, making it essential reading for all who care about how the world works now.

“A powerful volume that comes as close as anything we now have to a definition of the real character of the new world order.”

—Francis Fukuyama, *The New Statesman*

“Important. . . . Friedman writes in straightforward language that should make globalization’s complexities comprehensible. There’s a great deal of wisdom in this book.”

—*USA Today*

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