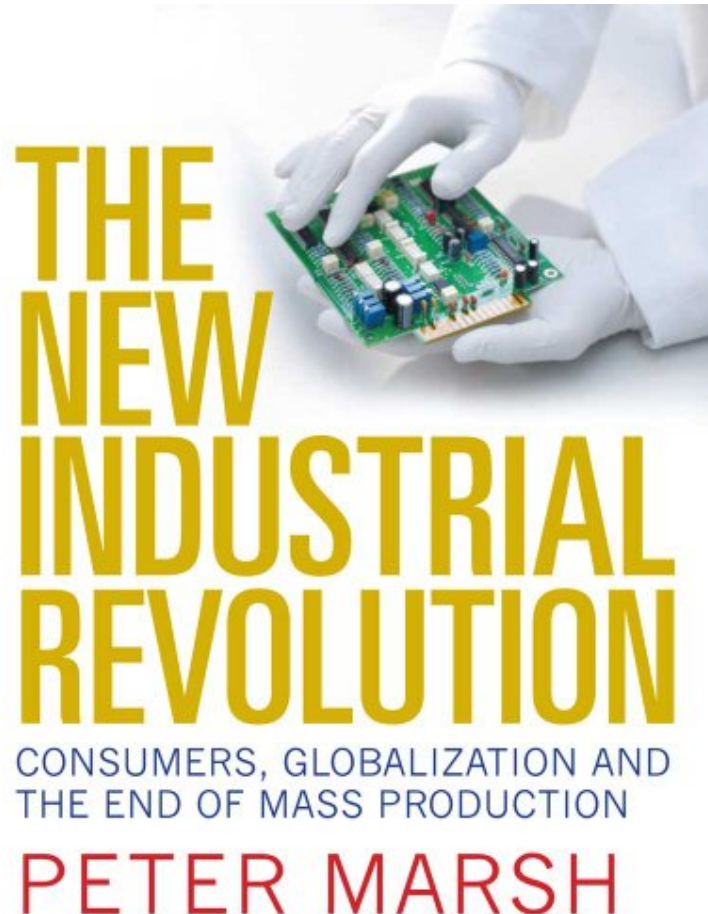


The New Industrial Revolution

Peter Marsh

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Peter Marsh : The New Industrial Revolution before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Industrial Revolution:

4 of 4 people found the following review helpful. Interesting Compilation of Manufacturing Technologies...By Juan Domingo Lopez S.This is a very compelling research on manufacturing technologies and potential applications, from the first industrial revolution to nowadays. However, I failed to see how these new technologies will have an impact on business and on the manufacturing industry in the future. Only chapter 9 and 10 elaborate on this. The rest is a compelling research on manufacturing history.Decent book, but I was disappointed.8 of 9 people found the following review helpful. Galvanizing America's entropyBy Lonesome DoveWell, I'm a Yank but not proud of America's soft consumer economy which has softened and weakened the industrial manufacturing work ethic of the United States. This book legitimizes what is happening with manufacturing across the borders of sovereign states, traces the genesis adroitly, secures logical connections to the present day, traces cultural characteristics back to Medieval times, which enables the reader to grasp how both manufacturing processes and products themselves arose naturally from particular traits within a peoples' psyche, e.g. German engineering, English complexity in understanding sources and processes,

the French skill in administration and tactics, etc. Peter Marsh of the Financial Times writes with erudition, swift, telling prose, an efficient syntax and adequate diction, bring the reader along effortlessly, the selfless task of the professional writer. Putting the book down, you not only have learned about a new wave in manufacturing with its attendant characteristics, but you realize you've learned the how, i.e., in what ways, and the whys...the very sources of each manufacturing technique. Every man and woman entering business should read and perhaps leave the book within easy reach on their desk. Well done, indeed, Mr. Marsh. 0 of 0 people found the following review helpful. A comprehensive view of the changes in the business world By Rick Cook From nanotechnology to the rise of China, this British book tries to cover the globe and the frontiers of business and technology. Of necessity it is superficial and the author is a little too rah-rah for my taste, seemingly finding nothing to opportunities everywhere he looks. Still, there's a lot of food for thought and a glimpse of how various factors might work together to change the world.

The rapid emergence of China and India as prime locations for low-cost manufacturing has led some analysts to conclude that manufacturers in the "old economies"—the U.S., U.K., Germany, and Japan—are being edged out of a profitable future. But if countries that historically have been at the forefront of events in manufacturing can adapt adroitly, opportunities are by no means over, says the author of this timely book. Peter Marsh explores 250 years in the history of manufacturing, then examines the characteristics of the industrial revolution that is taking place right now. The driving forces that influence what types of goods are made and who makes them are little understood, Marsh observes. He discusses the key changes in what is happening in manufacturing today, including advances in technology, a greater focus on tailor-made goods aimed at specific individuals and industry users, participation of many more countries in world manufacturing, and the growing importance of sustainable forms of production. With broad historical sweep and dozens of engaging examples, Marsh explains these changes and their import both for consumers making purchase choices and for manufacturers assessing how to participate successfully in the new industrial era.

"Highly readable and engaging, liberally peppered with anecdotes that convey both Marsh's knowledge of the very human nature of industry... The New Industrial Revolution will be a valuable read for anyone who wants to understand the role of manufacturing." —Bryan Betts, Engineering and Technology