



Can the World be Wrong?

Doug Miller

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When the global economy and world order become uncertain, where do we look for a sense of where things are heading? *Can the World Be Wrong?* lays out a compelling case for looking to long-term trends in global public opinion to help predict the future. Written by a pioneer of global polling, the book is provocatively illustrated by decade-long public opinion trends across 20 countries, on subjects ranging from geopolitics, globalization, the economy, the role of companies and the UN, to changing consumer trends and the future of democracy in the 21st century.

Doug Miller, the founder and Chairman of the global research consultancy GlobeScan Inc., offers 30 never-before-released global opinion polls that inform this exposé of where the world may be headed.

This essentially optimistic book delivers a fascinating briefing on below-the-radar trends that business leaders and policymakers follow closely and thoughtful citizens need to understand. Miller brings his topics alive with behind-the-scenes looks at the World Economic Forum in Davos, the World Social Forum in Porto Alegre (Brazil), the International Business Leaders Forum in London, the United Nations Headquarters in New York, the White House, and boardrooms around the world.

Can the World be Wrong? reveals what we really think of our leaders, businesses and policymakers, and what this might all say about where we're headed in the 21st century. The book is essential reading for leaders, managers, policymakers and researchers seeking to understand the power of global opinion and the implications it may have.

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