



Can the World be Wrong?: Where Global Public Opinion Says We're Headed

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. It goes on to outline the future these trends suggest.

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 never-before-released data that informs 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 interesting looks behind-the-scenes at the World Economic Forum in Davos, the World Social Forum in Porto Alegre (Brazil), the International Business Leaders Forum in London, United Nations Headquarters in New York, the White House in Washington, and conferences and boardrooms around the world.

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