

# Alex

FEATIE + TAYLOR

CHINA AND INDIA ARE TAKING OVER THE WORLD, ALEX. WE IN THE U.K. DON'T MAKE ANYTHING ANY MORE...



CLIVE, WE'RE IN THE TRANSITION PROCESS FROM BEING AN OLD-FASHIONED MANUFACTURING ECONOMY TO BECOMING A MODERN SERVICE-BASED ONE. WE HAVE EXPERTISE IN IMPORTANT NEW AREAS OF BUSINESS THINKING....



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FOR EXAMPLE: "PROFESSIONALIZATION" WHICH INCORPORATES CONCEPTS LIKE STAKEHOLDER MANAGEMENT, VALUES ASSIGNMENT AND EMPLOYEE ENGAGEMENT... THESE ARE THE SKILLS WE CAN EXPORT TO CHINA...



SO THE IDEA IS TO MAKE THEM INTO A NATION OF PROFESSIONAL B\*LLSH\*TTERS TOO? WELL, IF WE CAN'T BEAT THEM WE CAN AT LEAST DRAG THEM DOWN TO OUR LEVEL...

