THE MARKETING SOCIETY

# INSPIRING BOLDER MARKETING LEADERSHIP

#ParagKhanna

MARKETING SOCIETY

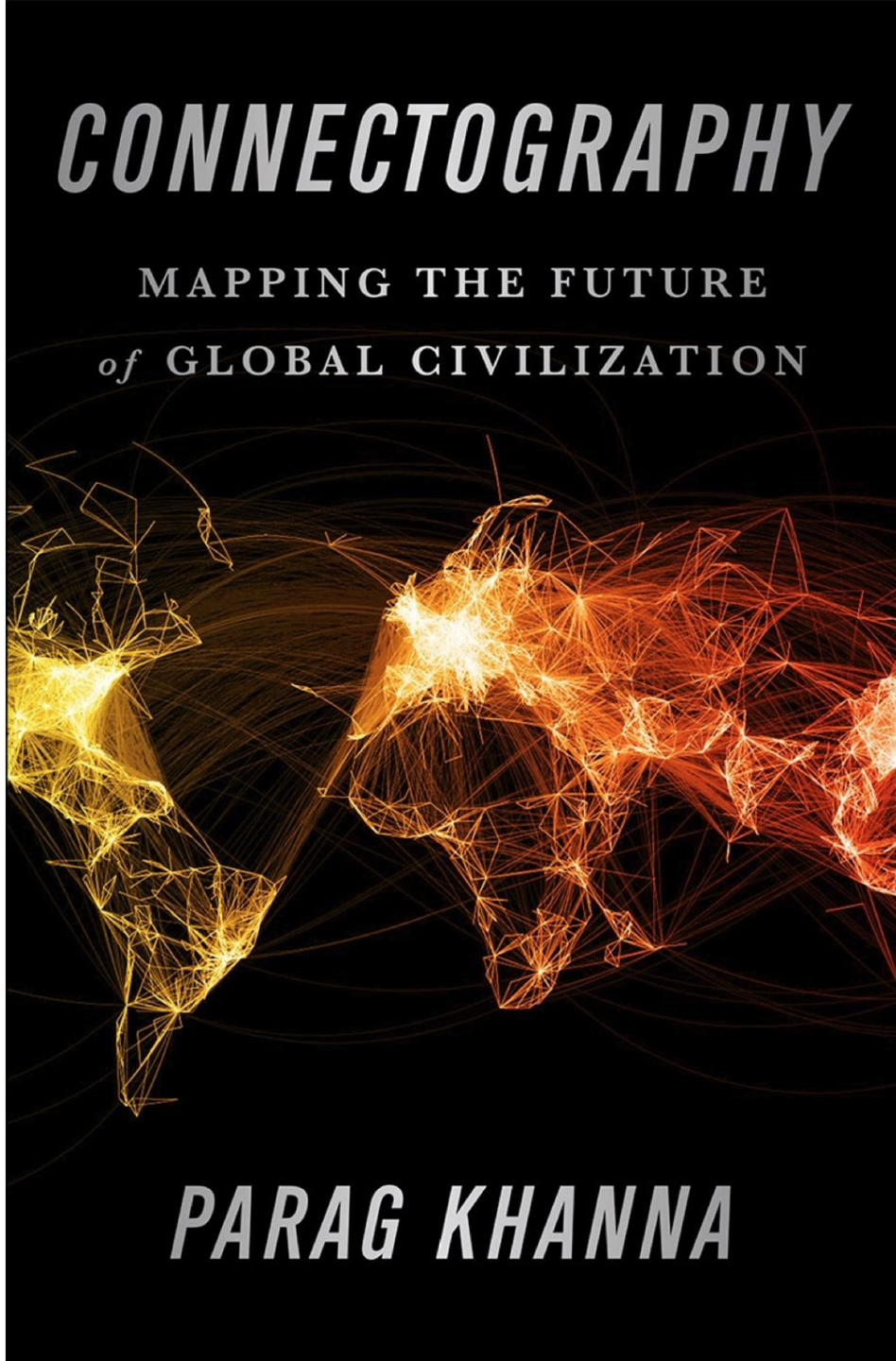
# Parag Khanna

## Author, Connectography: Mapping the Future of Global Civilisation

@paragkhanna

# *CONNECTOGRAPHY*

By Parag Khanna

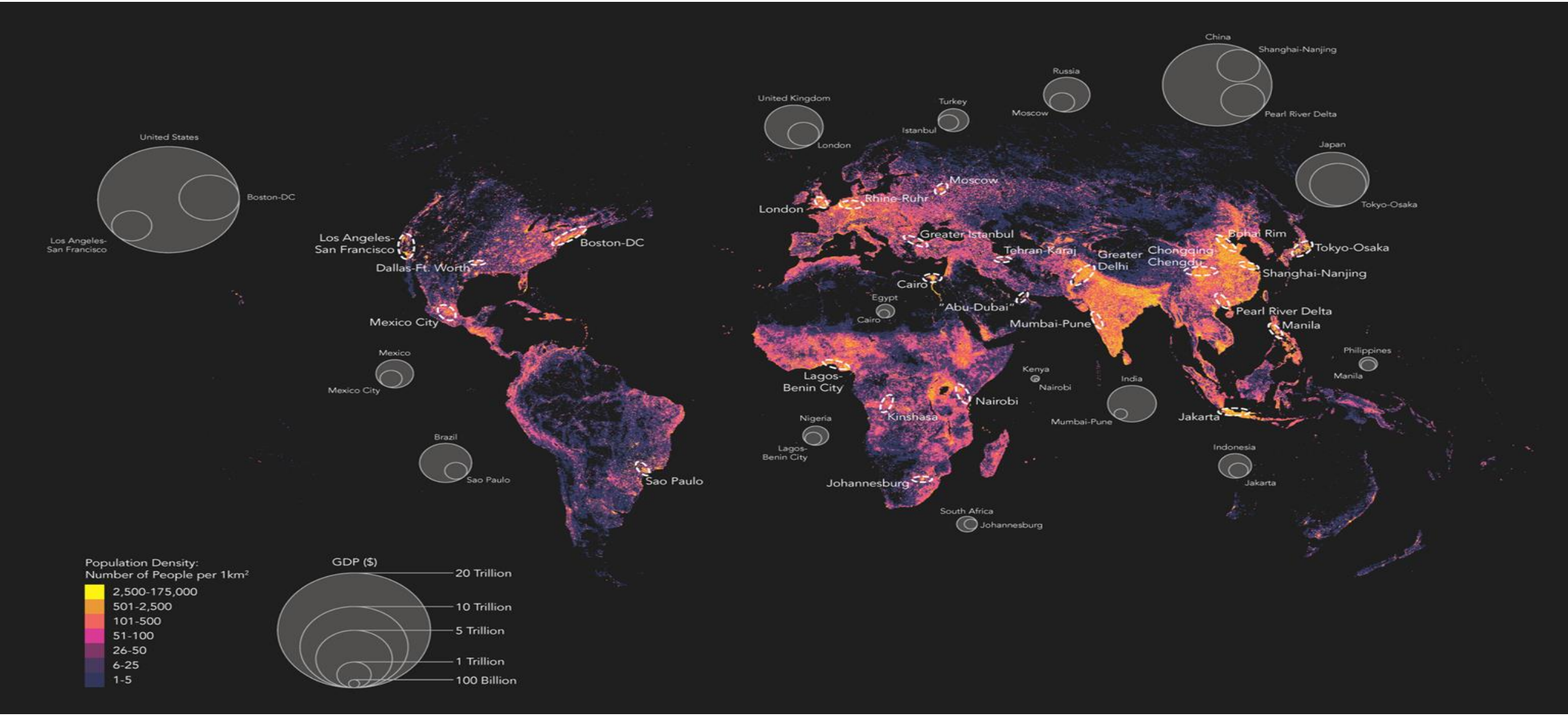


# The Global Connectivity Revolution

The Infrastructural Matrix: Exoskeleton on the Planetary Body

- Skeleton System / Transportation: Highways, railways, bridges, tunnels, airports, seaports
- Vascular System / Energy: Oil & gas pipelines and refineries, electricity grids and power plants
- Nervous System / Communications: Internet cables, satellites, data centers

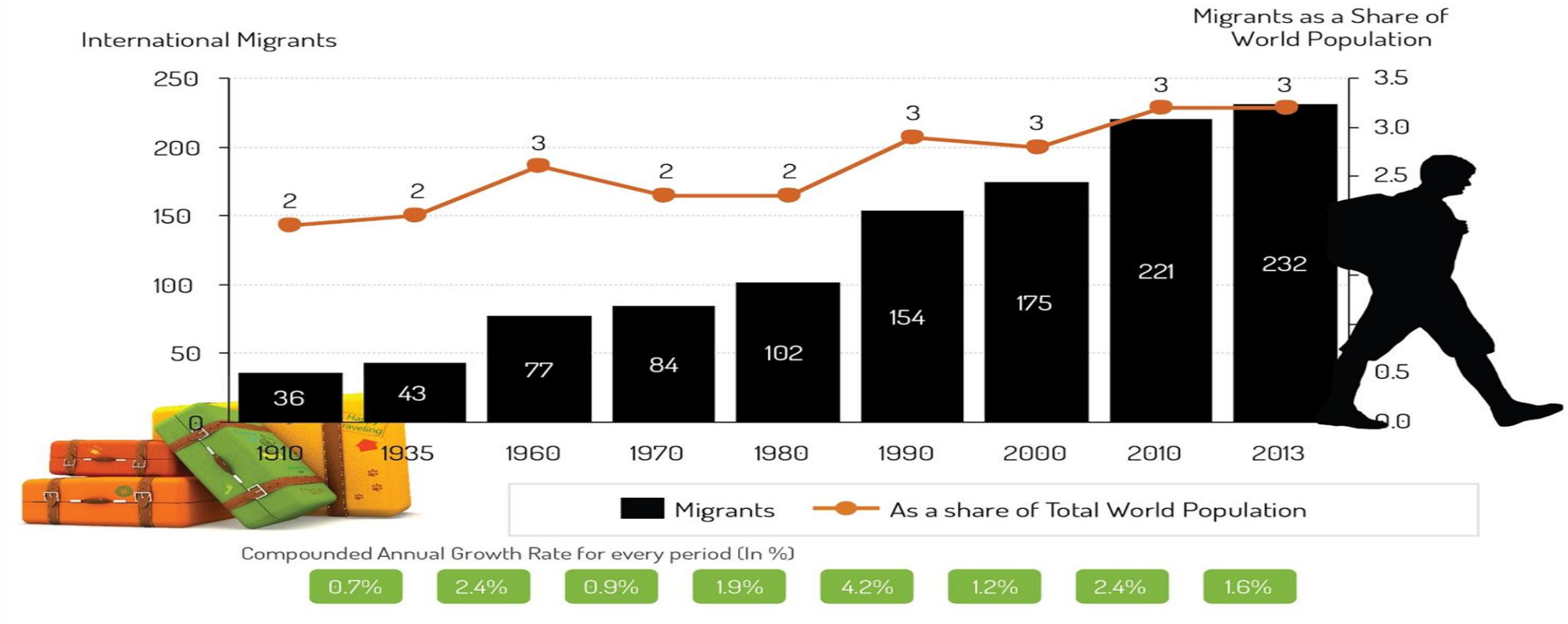
# Planetary Urbanization:
# Urban Archipelagos Define Humanity



# From Nations to Nodes: 50 Mega-Cities or 200 Countries? Mankind as a Global Urban Coastal Civilization

# *Cities Drive the Global Network Civilization*

# Mankind on the Move: Local, Regional, International, Global

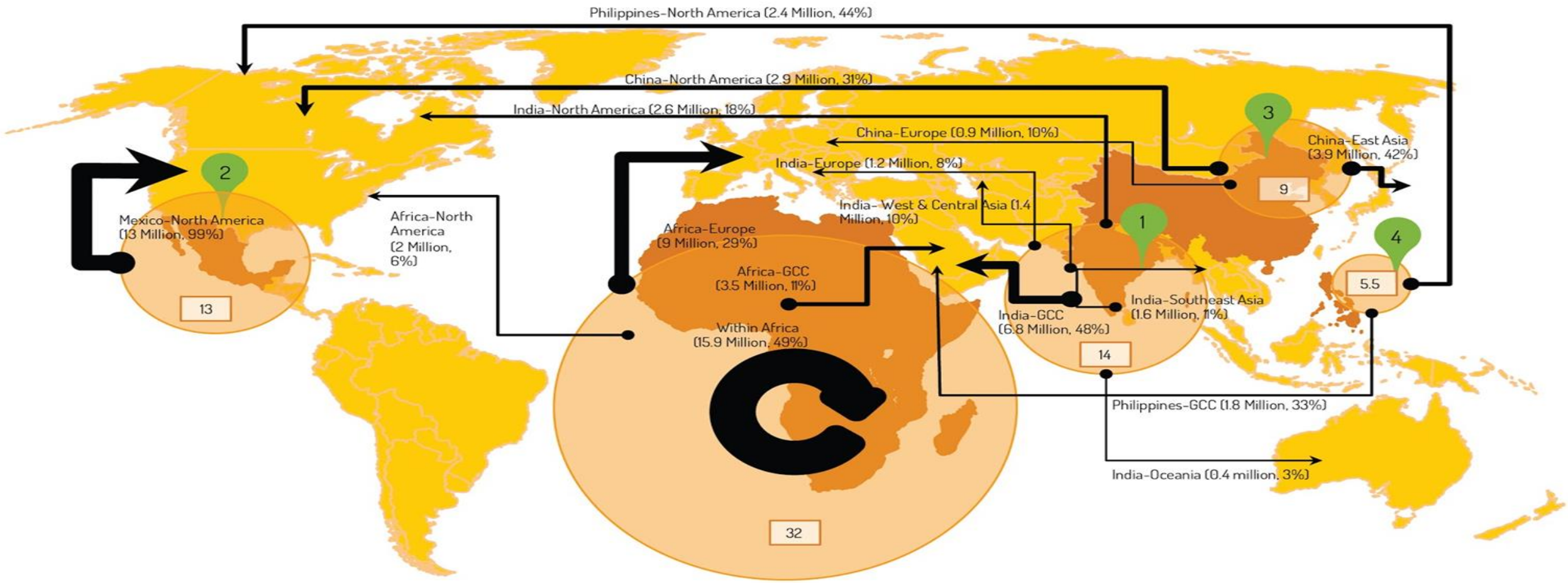



Migrating to the supply chain: Connectivity as a human impulse

Urbanization (rather than cross-border migration) as a proxy for the search for connectivity

The global migrant horde: Expats and Perma-pats

# Migration Routes and Remittances




Total number of migrants from territory/region

Number of migrants along corridor

Rank according to number of emigrants

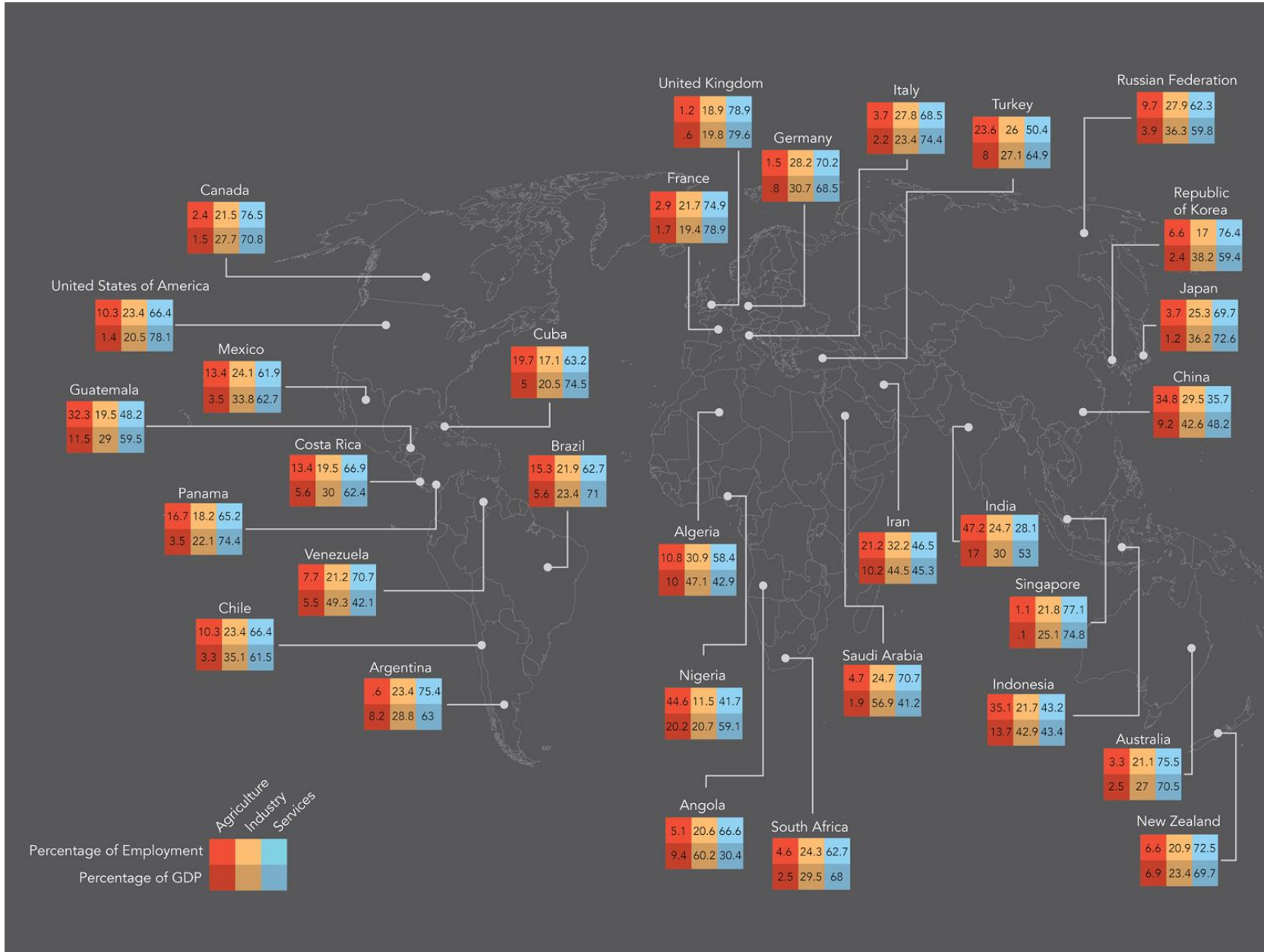
Mobility as a human right
Global visas/passport for permanent migrants
Global citizens and citizenship arbitrage
“The Independent Republic of the Supply Chain”

# Workers and Their Circuits

Synchronized circuits (Sassen): Industry, energy, finance, technology

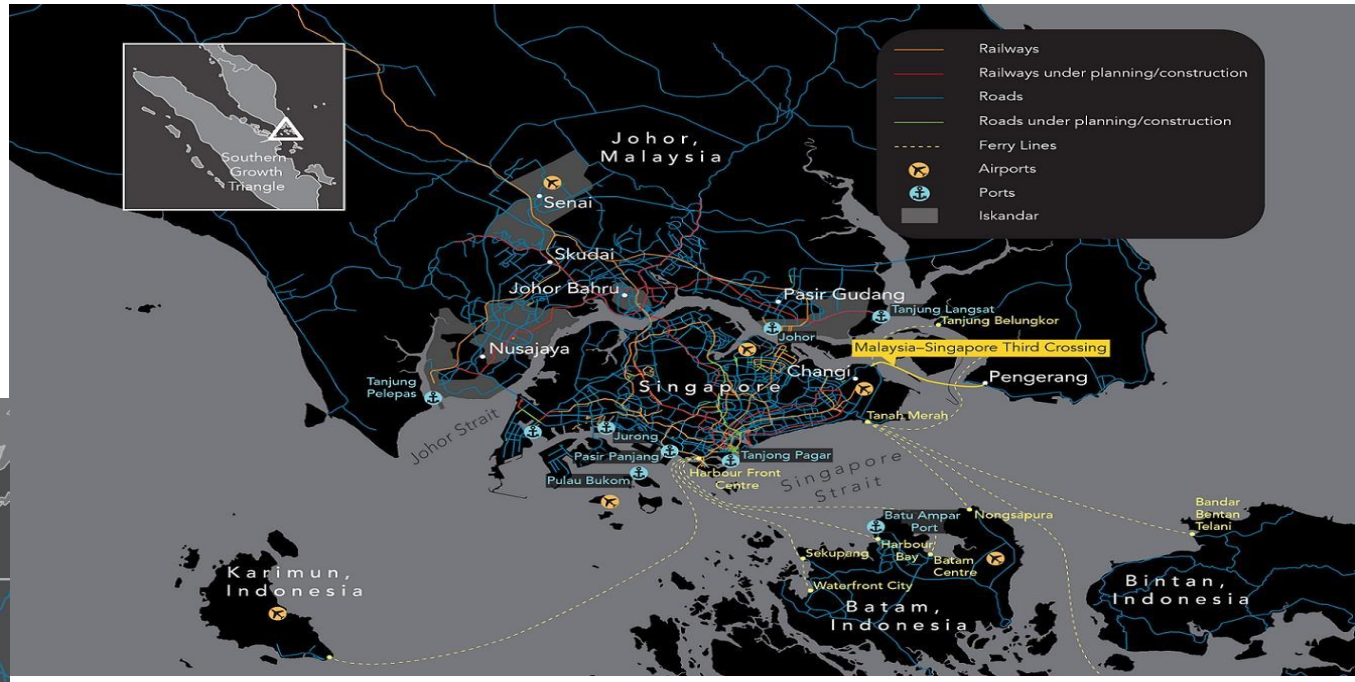
Industries rise and fall in tandem: Financial crisis (2008), manufacturing demand shock (2009), commodities collapse (2014)

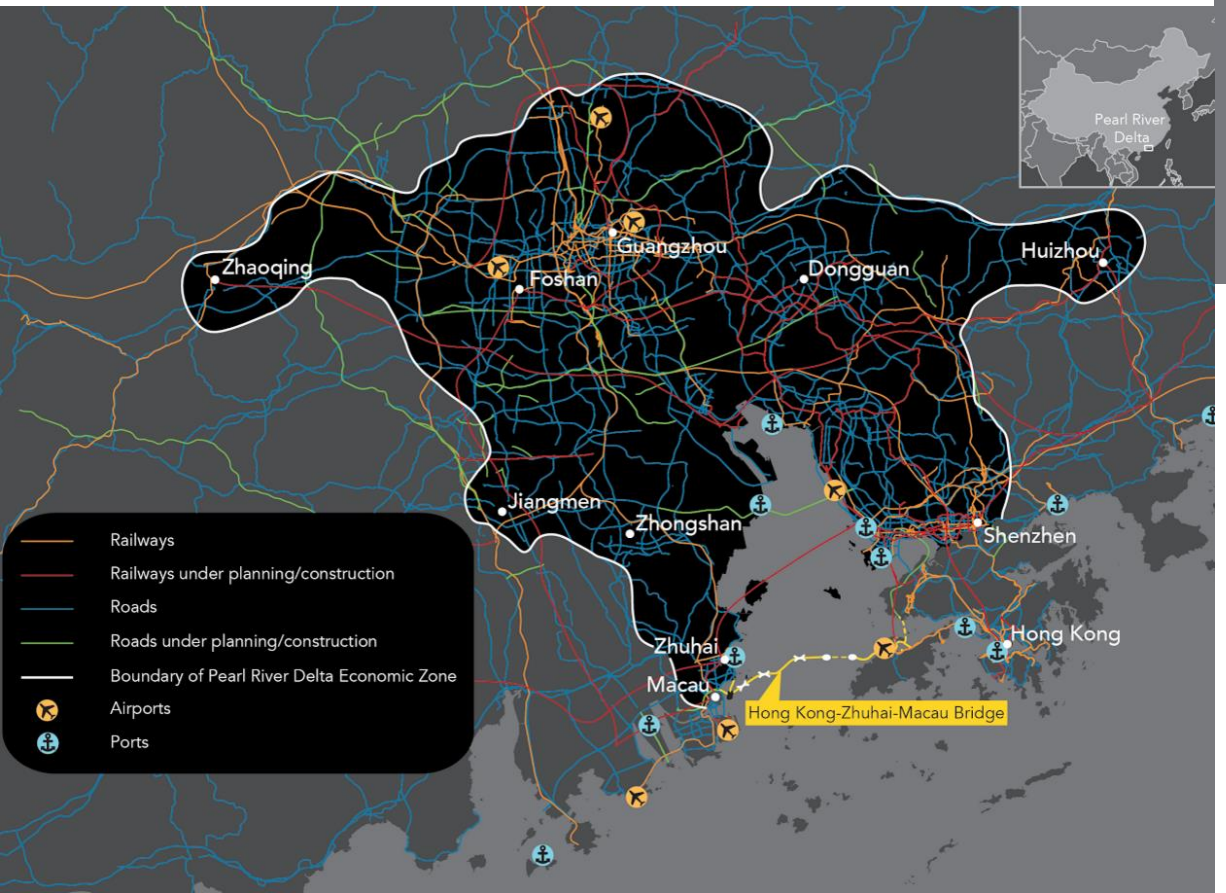
The circuit as identity: Networks of professional belonging



# Beyond Politics: From Political to Functional Geography

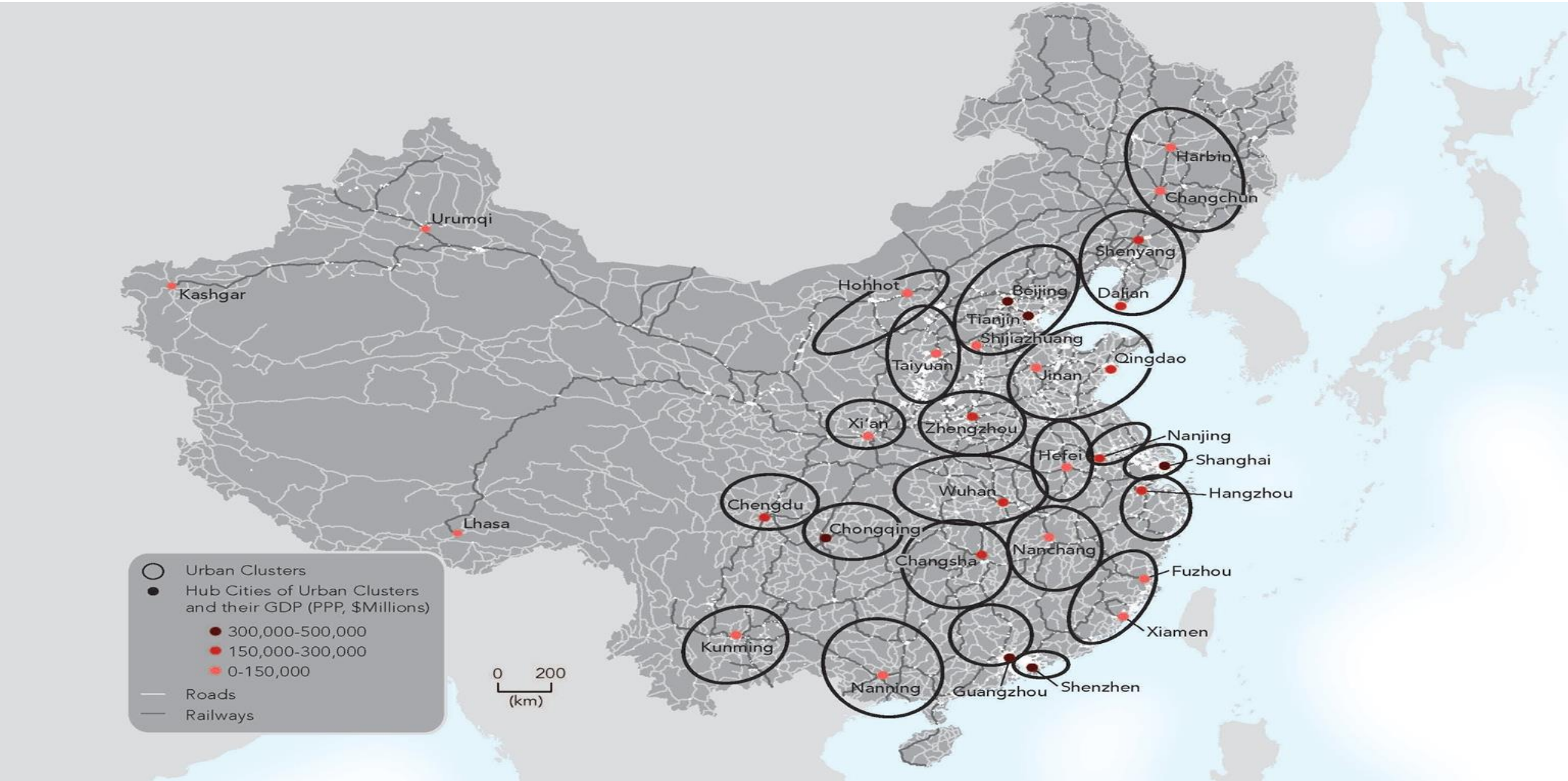
Singapore-Malaysia-Indonesia Growth Triangle (SIJORI)




Pearl River Delta (PRD)

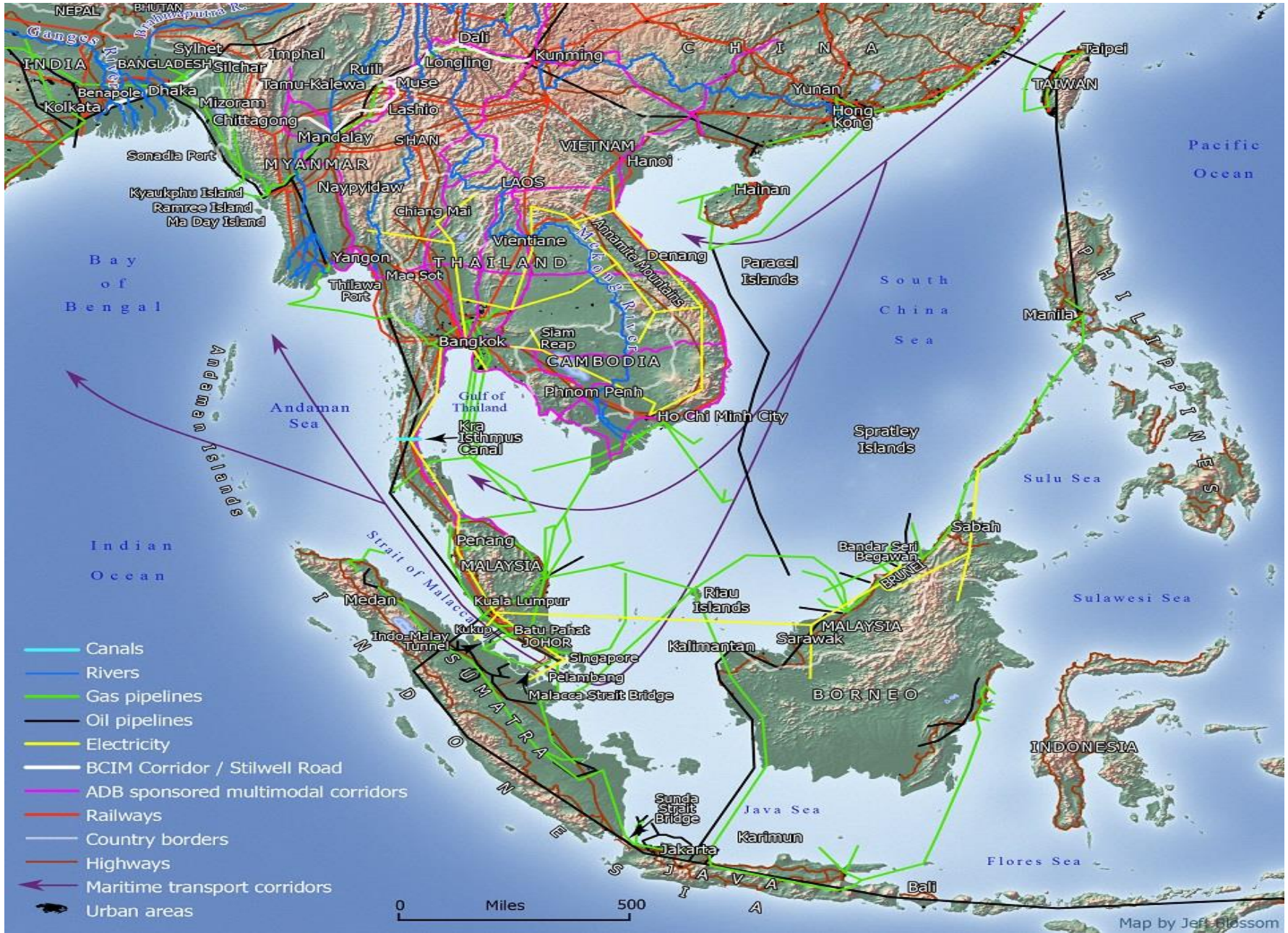
# China: Empire of Mega-Cities



# East Meets West: Eurasia's Iron Silk Roads

# Think Geology, not Nationality: From NAFTA to North American Union

# *The ASEAN Dream*: How to Grow From Billions to Trillions



# Evolution and Coexistence of Urban Archetypes

Medieval stratification

Industrial mass production

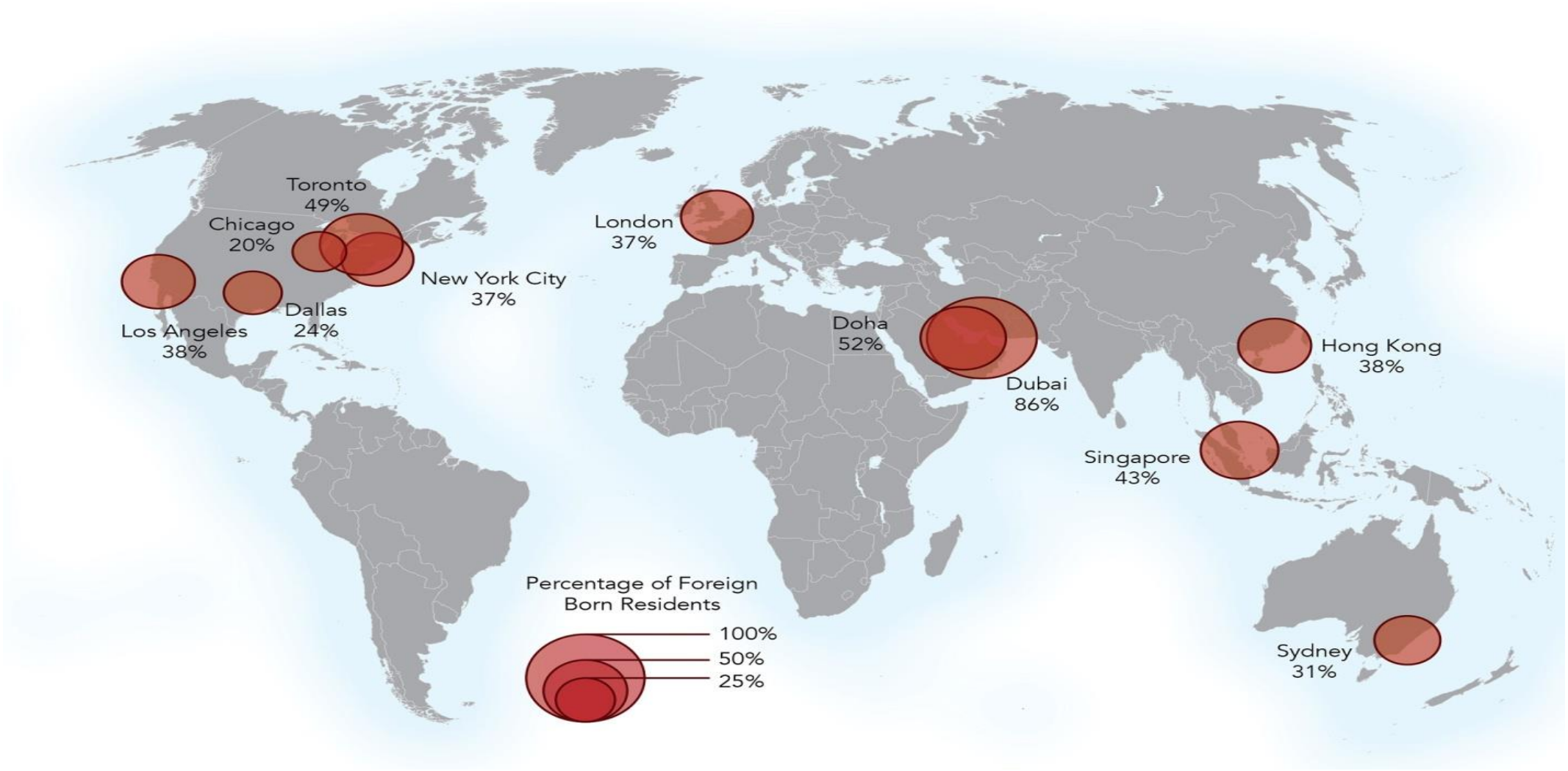
Financial capitalism

Services hub

Peri-urban slums

Mega-city archipelago

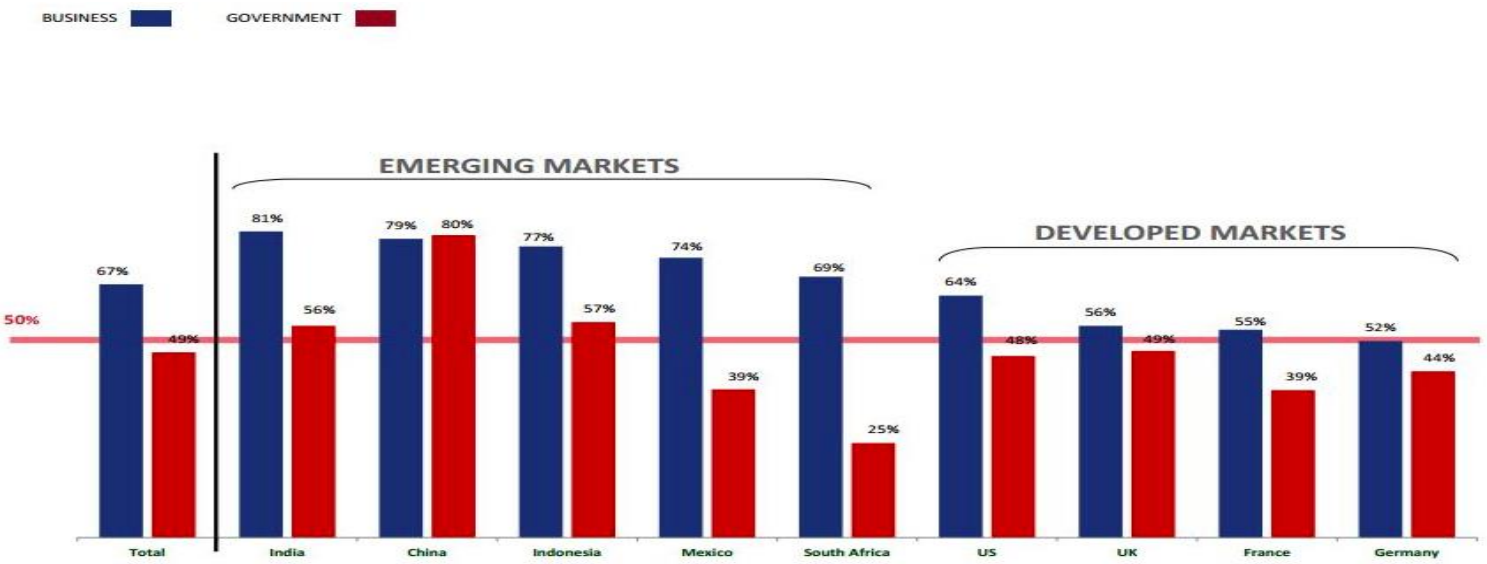
# All Great Global Cities are Melting Pots




Racial Mingling: Ch-Indians (Singapore), Indi-Pinos (Dubai)

From Nationalism to Civicism: Cumulative not exclusive identities

# Western MNCs Must Build Global Trust

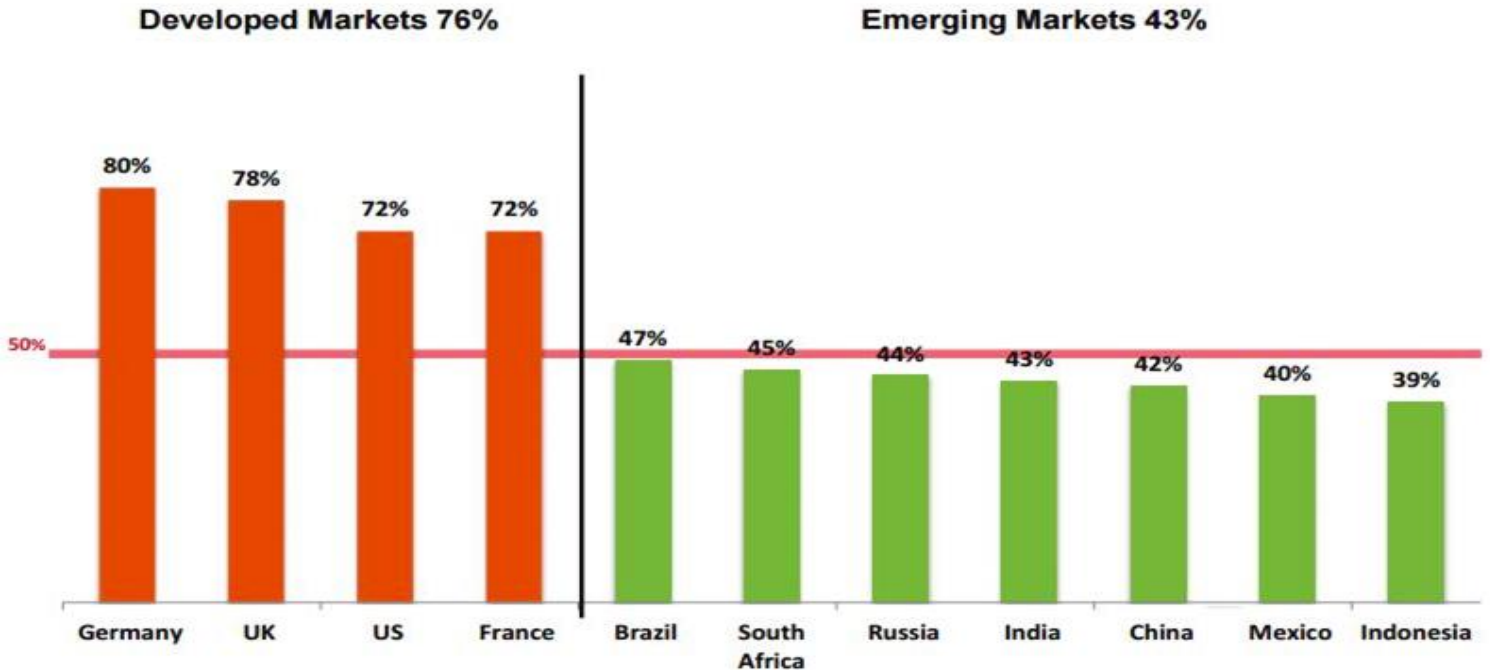



Worldwide rebound in trust in business over government

EM citizens more trusting of both business and government

MNCs from developed countries enjoy far higher trust worldwide

EM citizens trust own firms and MNCs – but as markets open trust Western MNCs more



# A New Moral Compass: Towards a Global Society

Beyond anti-globalization, anti-capitalism, anti-technology: More access > divides

From connectivity to empathy: Supply chains ⇨ Caring; From “Us-Them” to “We”

The rise of “global social capital”

The “first globals”: Gen-Y & Gen-Z as a historical *tabula rasa*:

- Connectivity as an impulse: Unity over nationality; Rights: connectivity, mobility
- Sustainability: Inter-generational equity; renting/sharing over owning/keeping

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