

The book cover features a background with a diagonal brushstroke. The top-left portion is a warm, reddish-orange color, while the bottom-right portion is a dark, charcoal grey. The brushstroke itself is a mix of these colors, creating a textured, painterly effect that runs from the top-left towards the bottom-right.

THE LEXUS
AND THE
OLIVE TREE

THOMAS L.
FRIEDMAN

UNDERSTANDING GLOBALIZATION