



# The Developing World

*Fredrik Härén*

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## **The Developing World** Fredrik Hären

"How an explosion of creativity in developing countries is changing the world - and why the developed world needs to start paying attention."

There is an explosion of creativity happening in the developing world right now. Best selling creativity author and keynote speaker Fredrik Hären wanted to understand what this creativity explosion means, what it will lead to and how it will change the world.

So he set out to find out.

The last five years Fredrik Hären has been to 18 developing countries (and 8 developed countries) and done more than 200 interviews with people who in some way are involved with business and creativity.

He has met with cosmetics executives in Russia, professors in South Africa, creativity consultants in Egypt, IT-journalists in Iran, hotel managers in Dubai, designers in Indonesia, government officials in Thailand, mobile phone designers in South Korea and many, many more.

The result of his research is this book. A book about "The Developing World".

In this book you will learn about the advantages of being a creative person in a developing country, about what the developed world can learn from the developing world, and most importantly, you will read about the dangers of defining yourself as "developed" in a world that has never been developing faster than now.

It is a book that may turn your view of the world up-side-down, and that hopefully will inspire you to become more curious about the great changes happening in the world right now.

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