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## 2030: How Today's Biggest Trends Will Collide and Reshape the Future of Everything

Gerald J. Krieger

Mauro F. Guillén

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odds of catching a fatal illness were high. But Kingsley did her duty, even when she probably could have called in favors from friends and worked elsewhere. Eventually, she contracted typhus and died.

In addition to keen-eyed observation of her main subjects, LeFanu introduces and briefly examines other key players, such as General H. Herbert Kitchener and Roger D. Casement. Casement, an acquaintance of Kingsley, was instrumental in exposing the horrors of King Leopold's Congo Free State. Eventually, he was tried for treason for his role in the 1916 Easter Rising in Dublin and executed.

*Something of Themselves* is neither a standard biography nor a standard history. It depicts the Boer War—correctly—as a historical and political crossroads, one where passed three exceptional individuals of their day. Told with compassion and accuracy, it provides a deeper understanding of Kingsley, Kipling, and Doyle and of the time in which they lived. It is a worthy read as a stand-alone work, and a welcome addition to any collection devoted to the study of war or any of LeFanu's three subjects.

RICHARD NORTON



*2030: How Today's Biggest Trends Will Collide and Reshape the Future of Everything*, by Mauro F. Guillén. New York: St. Martin's, 2020. 278 pages. \$28.99.

Mauro F. Guillén's latest book, *2030: How Today's Biggest Trends Will Collide and Reshape the Future of Everything*, is a powerful reminder of how the world is changing demographically and economically as the result of technological innovations that will rewrite the Western-centric framework to which many Americans are accustomed. The trends

will reach critical mass within the next decade, making Guillén's well-written analysis a timely wake-up call to direct our attention to a new world order.

Guillén suggests that in the past, Western cultures compartmentalized the world in a linear way, thinking about trends—regarding new generations of people, having fewer children, urban lifestyles, and technology—separately. This approach blinds us to the new nature of reality. To put it colloquially, so much of the world is changing that when we focus on the trees we miss the forest. Guillén is not the first to point out how global change will challenge Western perceptions of the world. Many of the transformations he references began over the past decade. What is novel is his holistic review of the data and a shift away from linear thinking toward a “peripheral vision.”

For twenty-five years, Guillén was on the faculty at the Wharton School, where he earned multiple teaching awards; recently, he became director of the Cambridge Judge Business School and a fellow of Queen's College at the University of Cambridge. He divides *2030* into eight chapters, each of which focuses on a segment of demographics, from population growth to the reality of a population living longer—and therefore more concentrated in the over-fifty bracket—along with the shift toward a world in which women will hold 55 percent of global wealth.

The introduction to *2030* places the reader ten years in the future. It depicts a warmer average temperature, using vignettes of Rehema, a woman from Nairobi who lives in Britain, and Angel, a woman originally from the Philippines living in Los Angeles. Angel reads newspaper headlines indicating that

American women have overtaken men in terms of their percentage of wealth ownership, while older Americans are “under the care of robots for their basic needs, [and] are renting out spare rooms in their homes to make ends meet, especially since their pensions are no longer providing the financial safety net they expected” (p. 2).

These images underscore the growing importance of Asia and Africa, which, according to UN projections, will remain the most populous areas on the planet, with 4.6 and 1.68 billion people, respectively. The chapter titled “Imagine No Possessions” pulls the intellectual rug out from under standard conceptions of wealth and traditional notions of property, exemplified in capitalistic ventures such as Uber and Airbnb, while China leads a shift to a cashless society that the rest of the world is sure to follow.

Guillén also dispels myths that are ubiquitous in America, such as that immigrants steal jobs, when the reality is that 23 percent of firms in high-tech industries are founded by immigrants; the numbers are 40 percent in California, 42 percent in Massachusetts, and 45 percent in New Jersey (p. 33). Another important fact is that even many illegal immigrants pay Social Security payroll taxes—an estimated \$13 billion as of 2016 (pp. 36–37). The media and popular culture often overlook this reality, focusing on the jobs immigrants do take and the services they use. A new world dominated by Asia and Africa will demand a new way of thinking, because much of the world will be growing older, while these regions will have younger, robust populations.

Chapter 3 is a thought-provoking review of the growing middle class, aptly titled “Keeping Up with the Singhs and the

Wangs.” The world is changing quickly, and our notion of “the West and the rest” is no longer valid. The fact is, 85 percent of the world fits neatly inside the “developed world” box, while 6 percent represents the developing world, and 9 percent falls somewhere in between. This growing middle class largely will reside in Asia and Africa, and its numbers will hit a staggering 4.9 billion people by 2030. An example from India captures a distinguishing characteristic of the new demographic. In 2009, India’s Tata Motors produced a car available for the equivalent of two thousand dollars, supposedly offering a quality-of-life improvement to many Indians; yet the car was a bust. Why? It seems that even Indians who were still merely aspirational were embarrassed to be seen driving “the world’s cheapest car.” Understanding these emerging middle-class consumers in Asia and Africa will present challenges to retailers accustomed to the preferences of U.S. and European markets.

Guillén is a gifted writer, and the numbers he cites paint an intellectually staggering picture. It is an understatement to claim that the book is a must-read for everyone seeking to grasp truly the significance of the next decade and how the individual will be transformed by the world around him or her. Reading this book will prepare everyone better for the reality of a world that soon will resemble little the one from their childhoods. The book is a unique contribution to the globalization discourse and especially important for the international-relations specialists, sociologists, military practitioners, and national-security experts who will be forced to resolve complex policy issues over the next few decades.

GERALD J. KRIEGER

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#### OUR REVIEWERS

*Tristan Abbey* is president of Comarus Analytics, Washington, DC. Previously he served as a senior policy adviser to the Senate Committee on Energy and Natural Resources and as director for strategic planning at the National Security Council.

*Benjamin Armstrong* is a lieutenant commander in the U.S. Navy, serves as associate chair of the Naval Academy's History Department in Annapolis, Maryland, and is editor of the U.S. Naval Institute's 21st Century Foundations series.

*Kurt Buckendorf* is a commander in the U.S. Navy and a military faculty member in the Strategy and Policy Department of the Naval War College (the College), but currently is on a one-year assignment to the Fifth Fleet staff as the deputy chief of plans.

*Scott Cauble*, Commander, USN, is a chaplain assigned to U.S. Pacific Fleet, where he serves as the religious and cultural planner.

*Timothy J. Demy*, PhD, is a professor of military ethics at the College in Newport, Rhode Island.

*Ryan C. Hendrickson*, PhD, serves as L. M. Hamand Dean of the Graduate School and vice-provost for sponsored research and professor of political science at Eastern Illinois University, Charleston, Illinois.

*Gerald J. Krieger*, Colonel, USA, serves as an associate dean with the Near East South Asia Center, National Defense University, Washington, DC.

*Richard Norton*, PhD, is a retired USN officer and a professor of national-security affairs at the College.

*Nick Omichinski* holds an MA in global security from Arizona State University's School of Politics and Global Studies, Tempe, Arizona.

*Jeffrey P. Rogg* is a historian and assistant professor of intelligence and security studies at The Citadel, Charleston, South Carolina.

*John W. Strain* is a military adviser to the Saudi Arabia National Defense University's Joint Staff College in Riyadh. He is a 2018 graduate of the College.