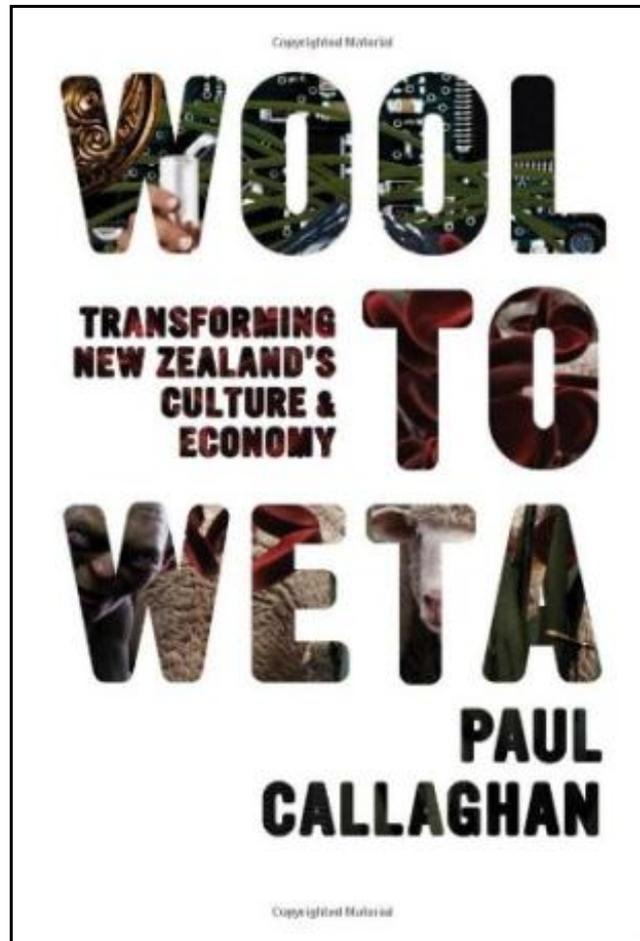


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## FROM WOOL TO WETA: TRANSFORMING NEW ZEALAND S CULTURE AND ECONOMY (PAPERBACK)



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Auckland University Press, New Zealand, 2009. Paperback. Book Condition: New. 206 x 138 mm. Language: English . Brand New Book. Victoria University physicist Paul Callaghan has given a series of public lectures around New Zealand, sponsored by the David and Genevieve Becroft Foundation and the Royal Society of New Zealand, entitled Beyond the Farm and the Theme Park . The lectures have been on the subject of sustainable wealth generation and culture change. Callaghan argues that if New Zealand keeps relying on tourism and farming we will fall all the way to the bottom of OECD rankings pretty quickly. What s the alternative? He argues that New Zealand s future lies in emerging industries based on science, technology, and intellectual property exemplified by companies like WETA, Fisher and Paykel Healthcare etc. Callaghan has interviewed a number of New Zealanders involved in wealth generation through science-based business, in economic thinking and leadership, in investment and in education and philanthropy. Where does New Zealand s competitive advantage lie? What should we make of the key roles of tourism and farming in the economy? Is new business development likely to come out of those sectors or from outside them? What role should government play in science and economic development? How does the culture of New Zealanders align with our possible economic futures? The interviewees have different answers to these questions and Callaghan has a strong point of view.



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