



Authors Amplified

A SERIES OF BOOK TALKS PRESENTED BY:

GLOBAL ATLANTA

Authors Amplified: Jagdish Sheth's 'The Global Rule of Three'



Authors Amplified, organized by [Global Atlanta](#) and sponsored by the [Atlanta Global Studies Center](#), highlights Georgia voices on international affairs.

The series continues July 13 with a virtual interview with Jagdish N. Sheth, Charles H. Kellstadt Professor of Business at Emory University Goizueta Business School, and author of the recently released book, *The Global Rule of Three*.

This book reveals and illustrates the Global Rule of Three phenomena, which stipulates that in competitive markets only three companies (which the authors call “generalists”) can dominate the market. All other players in the market are specialists. It is based on empirical analyses of hundreds of markets and industries in the US and globally.

The event will focus on competitive strategies for startups and multinationals alike, while gleaning insight from Dr. Sheth on turbulent relations among what he dubs the “The New Triad Power” — the U.S., India and China.

Tuesday, July 13, 11 - 12 p.m. on Zoom

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