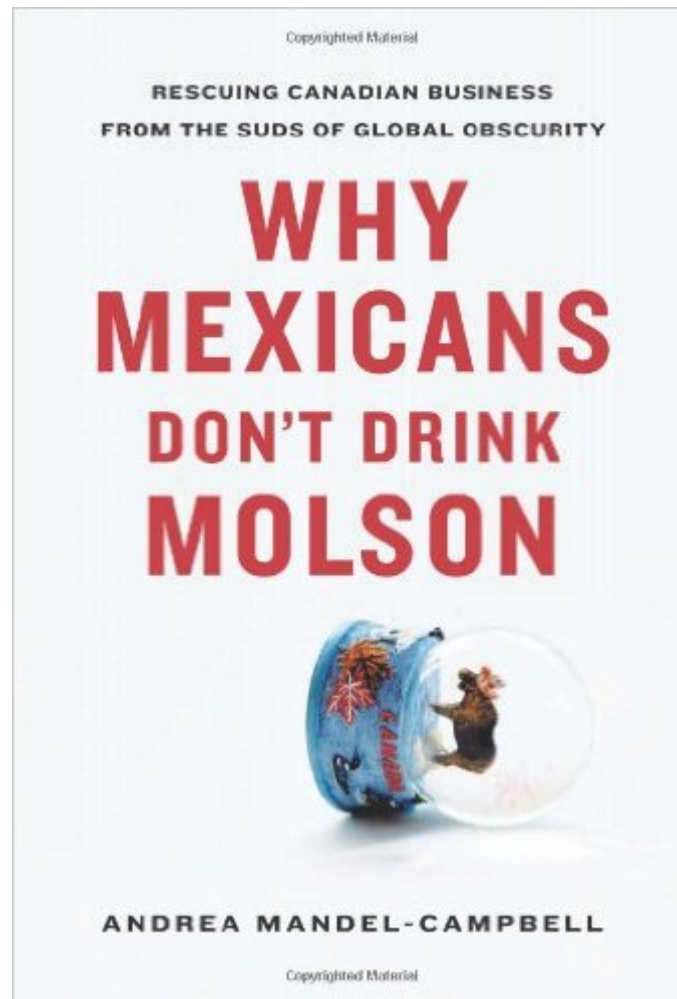# Why Mexicans Don't Drink Molson: Rescuing Canadian Business From The Suds Of Global Obscurity

Synopsis

A scathing wake-up call castigating the timidity of Canadian companies in international markets, combining bracing analysis and compelling anecdotes with shrewd prescriptions for the future. Canada has all the makings of a global leader, yet it has opted to become a laggard, frittering away its jackpot of rich resources rather than building viable multinationals that are ultimately the countryâ ™s best defence in a globalized world. Andrea Mandel-Campbell interviews some of Canadaâ ™s leading executives and behind-the-scenes movers and shakers to reveal the hidden challenges to Canadaâ ™s global success and the perils of continued complacency.

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Customer Reviews

A somber wakeup call for the Canadian industry, entrepreneurs, and the government: our lack of industry leadership has turned Canada into 'cheap industrialized hub' and a nation of call-centers, while the entrepreneurs lack the global ambition and chutzpah to look beyond Canada, and last but not least, the government's industrial policy has turned into a social hammock, lulling the country into a false sense of entitlement.But it's not all doom and gloom, Andrea Campbell also looks at a number of parallels (Ireland, Australia, etc.), and offers many tips and ideas to reverse the cycle. After all, Canada's most important resource is its people (no, it's not natural resources), and there is no doubt that with the right mindset, we can put Canada back on the map - industrial, innovation, and leadership.I wish this was required reading for every Canadian.

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