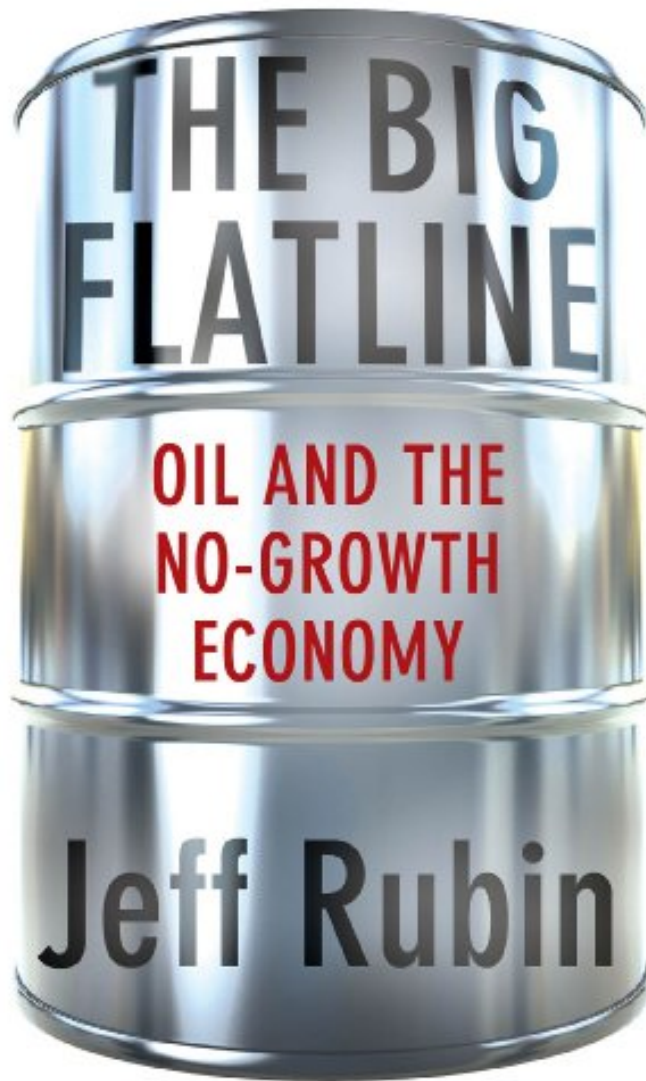


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The Big Flatline: Oil and the No-Growth Economy

Jeff Rubin

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anyone interested in reading about what the future holds for all markets..... jim mitchell10 of 12 people found the following review helpful. The Truth UnvarnishedBy Nick PetersI was a fan after reading Jeff Rubin's earlier book, Why Your World Is About To Get A Whole Lot Smaller. Now, this sequel adds to his earlier brilliance and explains clearly why regular and predictable periods of economic growth, interrupted by mild and brief economic downturns, are a thing of the past. The reason - cheap and reliable oil from the Middle East is in jeopardy as country after country in the region undergoes radical political and social change. Middle Eastern governments, propped up since the beginning of the last century by Britain, the U.S. and other Western nations to ensure reliable sources of oil are being toppled and replaced with radical new regimes that don't share the same view of the West.Add to this unpredictability in oil supplies the insatiable and increasing demand for oil from China and India to feed their factories and their growing middle class' demand for cars and things made from oil, and you have the makings of a wholesale re-writing of the way the world economy works.It's a chilling view of the future, told in plain and understandable facts, told by someone who spent (and gave up) a career as an economist, advising investors and investment banking clients on economic matters. Now an author, Jeff Rubin tells it straight, clearly, and with the facts to back it up.Let me suggest that the next person who occupies the White House call up to Toronto and offer Jeff a job helping the president set an economic policy based on the reality that growth based on cheap and reliable oil is over.3 of 4 people found the following review helpful. Great analysis of how transportation and energy costs affect economyBy Mike H.Mr. Rubin provides an analysis of the effect of oil and energy prices on our domestic, and the global economies. His underlying thesis is that triple digit oil prices will put a permanent damper on the rate of economic growth (and hence our rate of recovery from the Great Recession) of the world's economies. This will result in stagnant unemployment rates and less money available to buy stuff-often stuff we don't really need. The silver lining is that this may actually be good for our environment, and possibly even the country, as it will cause us to reconsider and prioritize what is truly important in directing private and public expenditures. One can only hope.

In an urgent follow-up to his best-selling Why Your World Is About To Get A Whole Lot Smaller, Jeff Rubin argues that the end of cheap oil means the end of growth. What it will be like to live in a world where growth is over?Economist and resource analyst Jeff Rubin is certain that the world's governments are getting it wrong. Instead of moving us toward economic recovery, the measures being taken around the globe right now are digging us into a deeper hole. Both politicians and economists are missing the fact that the real engine of economic growth has always been cheap, abundant fuel and resources. But that era is over. The end of cheap oil, Rubin argues, signals the end of growth--and the end of easy answers to renewing prosperity.With China and India sucking up the lion's share of the world's ever more limited resources, the rest of us will have to make do with less. But is this all bad? Rubin points out that there is no research to show that people living in countries with hard-charging economies are happier, and plenty of research to show that some of the most contented people on the planet live in places with no growth or slow growth. But bad or good, it's the new reality, and Rubin reveals how our day-to-day lives will be drastically changed.