





# How to diversify in today's global economy

## canada can do it better

By **John Gutfreund**,  
Chairman,  
Morgan Stanley  
and Co. Inc.



When I was asked to write this article, I immediately thought of the title of a book by the great Canadian author, Agnes Macphail. It was called "How to Diversify in Today's Global Economy." I thought it was a good title for my article because it is a subject that concerns us all. We are all involved in the global economy, whether we like it or not. And we are all affected by it. So, it is important that we understand how to diversify in today's global economy. This is what I will try to do in this article. I will first explain what diversification is and then go on to discuss some of the different ways to diversify in today's global economy. I will also explain why diversification is important and why it is necessary. Finally, I will conclude with some recommendations for how to diversify in today's global economy.

**John Gutfreund** is Chairman of Morgan Stanley and Co. Inc.

# **Consejos con autoridad [artículo].**

Libros y documentos

## **FECHA DE PUBLICACIÓN**

1996

## **FORMATO**

Artículo

## **DATOS DE PUBLICACIÓN**

Consejos con autoridad [artículo].

## **FUENTE DE INFORMACIÓN**

[Biblioteca Nacional Digital](#)

## **INSTITUCIÓN**

[Biblioteca Nacional](#)

## **UBICACIÓN**

[Avenida Libertador Bernardo O'Higgins 651, Santiago, Región Metropolitana, Chile](#)