**Chapter 4**

**Mapping Global Population and the Future of the World**

*The Economist* reports on changes in global population and demographic patterns that are challenging businesses across the world.

*Use with*: <https://www.youtube.com/watch?v=Ur77lDetI9Q> (2:46)

1. How has the global age structure changed in recent years?
2. How have birth rates changed in various parts of the world?
3. How has life expectancy changed in the U.S., China, and other nations?
4. How do global demographic changes create opportunities and challenges for firms?