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**White privilege damages and distorts societies around the world, not just in the United States. This book exposes its pervasive global reach and creates a new space for discourse on worldwide racial equality.**

As Chandran Nair shows in this uncompromising new book, a belief in the innate superiority of White people and Western culture, once the driving force behind imperialism, is now woven into the very fabric of globalization. As Nair points out, many non-White people have internalized this, seeking to emulate White and Western culture.

Nair takes a comprehensive look at the destructive influence of global White privilege. He examines its impact on geopolitics, the reframing of world history, and international business practices. In the soft-power spheres of White privilege—entertainment, the news media, sports, and fashion—he offers example after example of how White cultural products remain the aspirational standard. Even environmentalism has been corrupted, dominated by a White savior mentality whereby technologies and practices built in the West will save the supposedly underdeveloped, poorly governed, and polluted non-Western world.

For all these areas, Nair gives specific suggestions for breaking the power of White privilege. It must be dismantled—not just because it is an injustice but also because we will be creating a post-Western world that has less conflict, is more united, and is better able to respond to the existential challenges facing all of us.

*“Nair dissects and exposes the system that has long benefited a minority at the expense of the rest.”*

**Amy Goodman, host/executive producer,  
Democracy Now!**

*“Nair’s new book is a major contribution to making the invisible visible. It could hardly be more timely and deserves to be widely read.”*

**Martin Jacques, Bestselling Author,  
When China Rules the World**

*“Written by an astute observer who has lived in both worlds, Nair analyzes the conscious and unconscious aspects of a system that has pushed the world to the*



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Chandran Nair grew up in postcolonial Malaysia, amid the nation's diverse racial and cultural composition. After attending university in the UK, he moved to southern Africa to do volunteer work on development issues. It was during this time that he became very interested in the nature of economic development, its relationship with geopolitics, and the nature of institutionalized racism.

He returned to Asia to pursue a career in environmental consulting, during which time he built Asia's largest environmental consulting group. Twenty years in consulting offered him an opportunity to work with many people from all parts of the world, both in government and the private sector. His experience led to an acute understanding of the norms and tensions of conducting business between the West and the Rest.

In particular, his first-hand experience of the inequalities of this relationship led him to the belief that the non-Western world should not be reliant on Western models of political and economic development, which have been designed in favour of a Western agenda. This belief prompted him to start a pan-Asian think tank in 2006 called the Global Institute for Tomorrow (GIFT),

which promotes a deeper understanding of the shift of influence from the West to Asia and focuses on what the needs of the post-Western world will be.

His views on issues in Asia and the developing world have been featured in the print media, ranging from the *Financial Times*, the *Wall Street Journal* and the *New York Times* to *HuffPost*, the *Guardian*, and *China Daily*. His opinions have been sought by an array of media outlets, including the BBC, CNN, NHK, Al Jazeera, CCTV, Bloomberg, and Channel News Asia, among others.

He sits on the executive committee of the Club of Rome, one of the world's premier scientific think tanks, and was one of the founding members of the Club of Rome China. He is an advisor to the Royal Cambodian government and is a fellow of the Royal Society of the Arts.

He is a keen sportsman and managed the Hong Kong field hockey team to two Asian Games. He plays the saxophone and used to be a member of an Afro-Jazz-Reggae band called *Imphandze* during his time in Africa; one of their albums, *Mlabalaba*, can be found on Spotify.

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