



Steel 2050: How Steel Transformed the World and Now Must Transform Itself

By Rod Beddows

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Steel is plentiful, cheap and versatile. Without it skyscrapers, cars, ships, and nearly everything else would be impossible or much more expensive. The world needs much more of it, yet the steelmakers suffer perennial financial distress. Find out how to resolve this paradox here.

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Editorial Review

About the Author

His first degree was in Philosophy and Politics from Bristol University in the UK. After a period in the Information Technology sector he attended Business School and obtained an MSc from Durham and a doctorate from Harvard University School of Business. He held academic positions and served as a Visiting Senior Research Fellow at Harvard. Whilst he was there he co-authored a book entitled; "Managing Large Scale Research and Development Programs". From 1979 he owned and ran his own Strategy Consulting firm gradually focusing on the Ferrous sector. Later he sold the business to Hatch Associates, a major technology and engineering firm specializing in the Mining and Metals sectors and joined their board. Recently he has co-founded a boutique financial advisory firm focused on the same sectors. His clients are confidential but have comprised most of the major firms and many minor ones in the ferrous value chain.

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