

# ***The Dubai Way***

**From Desert Land To Dream Land**

(1971 - 2021)



**Dr. M S R Dev**

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## Synopsis

# ***THE DUBAI WAY***

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Dubai....a small city state located in the Middle East Asia.....Persian Gulf transformed from a Desert Land into a Dream Land today. A remarkable transformation.....to observe, to analyze and to understand the unique characteristic as a 'Lesson To Learn' for the entire Persian region locally as well as for the other regions globally. Its journey of development growth started as a tiny oil exporting city almost five decades ago. The leadership had a vision. They undertook a mission. Have implemented in number of 'Strategic Development Initiatives' (SDI) for the grand conversion of the city from a tiny fishing village, a gold trading state to one of world's top most hub for Trade and Commerce, Tourism, Mass Communication, Transportation/Airports/Seaports, Shipping and Finance... Today, it is considered as one of the most favored location of every known Multinational Company to open their shops and for attracting Foreign Direct Investment for variety of enterprises in its popular Free Trade Zones. The most important transformation is cultural change from traditional rituals and rules to modern culture merging with the globalized world. One feel and taste the spirit of globalism throughout the city – Global Village, Global Shopping Festival, Global Games/Sports/Competitions, Global Universities/educational Institutions/Schools, Global 500 corporations, Global

standard Hotels/Restaurants/Resorts, Global Festivals/Parades, Global Infrastructures and Logistics..... We come across Dubai as an exception amongst the Middle East regional peers around with unstable regimes, stagnant oil dependent economies, embracing narrow views of faith and religion.

The pathways of Dubai Development is narrated.....converging towards a Better World City – the United World City (Integral/Cohesive), the Spiritual World City (Philanthropic/Happy), the Peaceful World City (Safe/Secured), the Green World City (Environment/Ecology Friendly), the Smart World City (Scientific/Technology enabled), the Cultural World City (Educational/Entertaining) and the Economic World City (Prosperous). 50 characteristics of Dubai City Development – the Dubai Way on 50<sup>th</sup> anniversary of founding of UAE is presented in the text such as Visionary City, Growing City, Happy City, Investment friendly City, etc....The Leadership Style..... the Dubai Way – 50 golden characteristics of Dubai Leadership is explained. The Lessons To Learn....21 Lessons for the 21<sup>st</sup> century.....the Dubai Way is highlighted. The appendix for the text do give unique information and references for diverse faces of Dubai – the Ambitious Dubai, the Eventful Dubai, the Thoughtful Dubai, the Diplomatic Dubai, the Futuristic Dubai, the Happiest Dubai, the Growing Dubai and the Business Friendly Dubai.

The factors that attributed/driven for the publishing of this book are its evolving/emerging trends as a top Better World City. Its development trends are analyzed and researched the world over. A case study for many Business Schools for analyzing its economic dynamism and political stability, development strategies, policy options, leadership and decision making styles, efficacy and efficiency in execution of diverse projects, global networking and globalization. A study and analysis on Dubai Ways, its approaches to development will be of much use for global community while formulating their own development initiatives, approaches and

strategies. The rulers of Dubai are striving hard to make it as the best city in the world and also to have the happiest citizens in the region. Yes, Dubai is striving to show as its diverse ways to reach out excellence.