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In this report, the McKinsey Global Institute presents a fresh, data-driven analysis of how manufacturing contributes to an economy, combined with a bottom-up assessment of what drives success in different manufacturing segments. This perspective provides a basis for exploring how manufacturing companies and countries can benefit from changes in demand and emerging innovations that will shape manufacturing in the next decade.



Manufacturing the future:
The next era of global
growth and innovation



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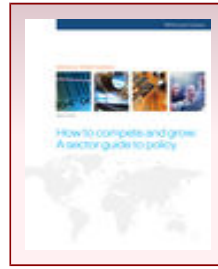
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