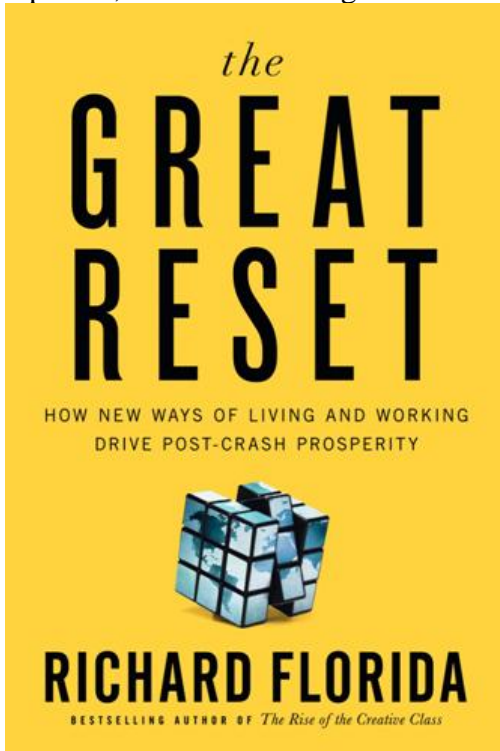


## Don't curse the recession - push reset

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Just released yesterday, Richard Florida's new book "*The Great Reset*" puts forth a road map to not only survive, but to prosper as we come out of this latest recession.

History has shown that long recessionary periods create immediate problems; but, they also provide the platform for transformational changes going forward. His book looks at these pivotal times and analyzes the "Resets" that occurred.

Looking forward he portrays the patterns that will define the next Great Reset and how it will affect every fabric of our society. Our jobs, our transportation and where we choose to live will all change. Our lives will be impacted by decisions we make now, so we need to be prepared to make them to our advantage.

Among these patterns, he discusses:

- a revised American Dream that is centered less on ownership and consumption of houses and cars and more around experiences, values, and mobility

- new forms of infrastructure that speed the movement of people, goods and ideas
- a radically altered and much denser economic landscape that is less about cities and suburbs and more about megaregions that will drive the development of new industries, jobs and a whole new way of life.

Based on past experience regarding how previous Resets occurred, Richard Florida suggests that we should accelerate this progress by:

- Harnessing the full creative talents of all people including service and industrial workers
- Upgrading service jobs into better, high-paying jobs that are more innovative
- Changing educational systems to better mobilize and harness creative talent
- Building the infrastructure of the future, not just patch up that of the past
- Investing in high-speed rail instead of building more highways
- Shifting the country from an “ownership society” to a more mobile “rentership society”

Richard Florida is founder of the Creative Class Group ([www.creativeclassgroup.com](http://www.creativeclassgroup.com)) and author of national best seller "*The Rise of the Creative Class*" and most recently "*Who's Your City?*"

*Doug Bardwell* writes about interesting new real estate projects, construction and grand openings across the country and around the world. Feel free to drop him a line at [realestate.dougbardwell@gmail.com](mailto:realestate.dougbardwell@gmail.com) with suggestions for future stories. To get his stories delivered to your inbox, click the RSS feed or the "Subscribe" button above.