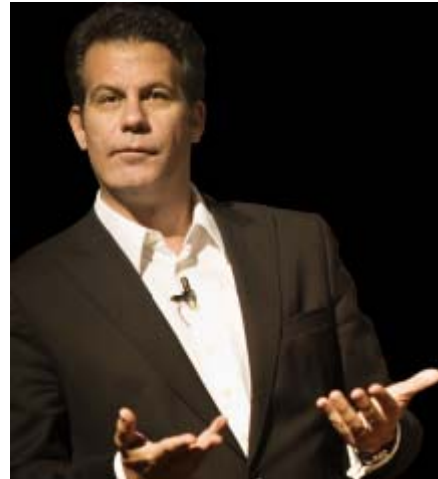




## **Richard Florida on government's proper role during severe crisis and disruptive change**

In his latest book, *The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity* published by Harper (April 27, 2010), Richard Florida observes:

“One thing is for certain: government is not the prime mover in Great Resets. Government can certainly take action to mitigate the most onerous effects of a [financial] crisis and to establish regulatory frameworks to prevent future ones...Great Resets evolve organically: new innovations emerge, new systems of technology and infrastructure are put in place, and new patterns of living and working gradually take shape and begin to remake the economic landscape. Government's central task is to enable and accelerate these shifts by helping create the fertile environment in which they can grow and develop. Resets – like most everything else – are a delicate combination of nature and nurture.”



In my opinion, there is no one else who generates more and more valuable insights concerning the evolution of the U.S. culture than does Richard Florida.

He is the author of previously published bestsellers that include *The Rise of the Creative Class* (2003) and *The Flight of the Creative Class* (2007). He also serves as the director of the Martin Prosperity Institute and professor of business and creativity at the University of Toronto's Rotman School of Management. He is also a correspondent to the Atlantic and writes frequently for *The New York Times*, the *Financial Times*, and the *Globe and Mail*. In addition, he is the founder of the Creative Class Group. You are cordially invited to check out the resources at <http://www.creativeclass.com/>.