

## BOOKS

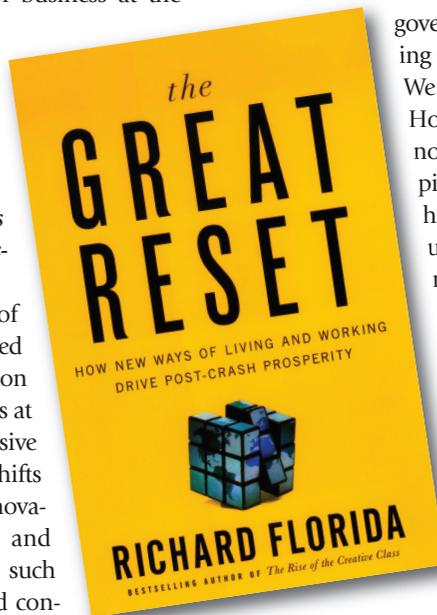
## Setting a New Course

**R**ichard Florida RC'79—author of *The Rise of the Creative Class* (Basic Books, 2002) and *The Flight of the Creative Class* (HarperBusiness, 2005)—is an expert on global economic trends. A professor of business at the University of Toronto, he forecasts a new economic order in the wake of America's recent financial crisis in *The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity* (Harper, 2010).

— Bill Glovin

*Rutgers Magazine: As the nation emerges from the Great Recession, what will characterize the "Great Reset"?*

**Richard Florida:** The recovery from each of the two previous economic crises depended on a spatial fix, whether it was the migration of population from farms to industrial cities at the turn of the 20th century or the explosive suburbanization after World War II. These shifts go hand in hand with technological innovations—transportation, communication, and production—that enable lifestyle changes, such as the amount and use of leisure time and consumption patterns. With this spatial fix, we'll see the rise of "megaregions"—large, powerful economic units, which will require that we focus on new forms of infrastructure to speed the movement of people, goods, and ideas.



**RM:** You believe that America needs to get over its passion for home ownership. Why is that?

**RF:** Housing has always been a key to Great Resets. During the Great Depression and the New Deal, the federal government created a new system to finance housing in order to usher in the era of suburbanization. We need an even more radical shift in housing. Housing has consumed too much of our economic resources and distorted the economy, trapping people in mortgages they can't afford or houses they can't sell. It has left the labor market unable to relocate and adjust to new economic realities.

**RM:** During other economic downturns, America has, you point out, always invented new ways of living. What forms will that take this time?

**RF:** We'll start defining wealth and success differently and develop new approaches to consumption. Symbols of wealth and security—home ownership, new cars, luxury goods—have become a burden, and they will be replaced by travel and recreation, self-improvement, and so on. Divestiture in big-ticket possessions will allow people to gain a new freedom to live more meaningful lives.

For the full interview, visit [magazine.rutgers.edu](http://magazine.rutgers.edu).

## On Pets, Petroleum, and Postmortem Mysteries

*Being With Animals: Why We Are Obsessed With the Furry, Scaly, Feathered Creatures Who Populate Our World* (Doubleday, 2010), by Barbara J. King DC'78—The author has written a heartfelt ode to the countless ways that animals find their way into our hearts, tracing our historical reverence and spiritual need for them; the importance of the bond in our mutual evolution; and what role technology may play in our unflinching ties to each other.

*Desert Kingdom: How Oil and Water Forged Modern Saudi Arabia* (Harvard University Press, 2010), by Toby Craig Jones—Oil and water may not mix, but, harnessed by science, they explain the rise of modern Saudi Arabia into a formidable desert kingdom ruled by intractable political authority, according to Jones, an assistant professor in the Department of History in the School of Arts and Sciences.

*The Lexicographer's Dilemma* (Walker Publishing Company, Inc., 2009), by Jack Lynch—The author, a professor in the Department of English at Rutgers–Newark, gives an amusing account of the messy business of discerning what constitutes proper English and who its self-appointed arbiters have been over the years, from the chemist Joseph Priestley to comedian George Carlin.

*Celebrity Chefs of New Jersey: Their Stories, Recipes, and Secrets* (Rutgers University Press, 2010), by Teresa Politano—It's no secret that gustatory nirvana lies within the doors of New Jersey's best restaurants. From local legends Craig Shelton and Scott Cutaneo to up-and-comers like Kara Decker, Politano, a lecturer at the School of Communication and Information, reveals the methods to their madness and the personal stories behind their culinary ascent.

*After We Die: The Life and Times of the Human Cadaver* (Georgetown University Press, 2010), by Norman Cantor—Cantor, Distinguished Professor of Law Emeritus at Rutgers School of Law–Newark, provides a graphic, informative, and entertaining look into the disposal of human remains, from their use in education, research, and tissue transplant to the controversies surrounding the cadavers of Ted Williams and Anna Nicole Smith.