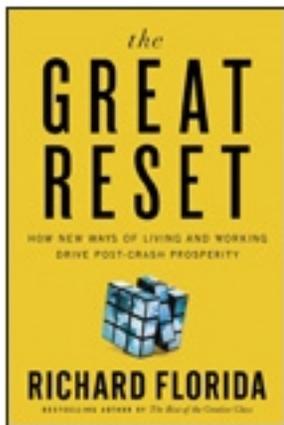


Spring 2010
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The Great Reset **How New Ways of Living and Working Drive** **Post-Crash Prosperity**

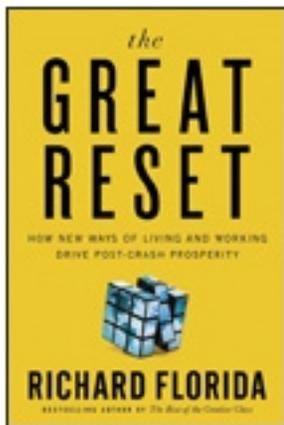
By Richard Florida
Harper, \$26.99

Florida, who in *The Rise of the Creative Class* and elsewhere has predicted a reshuffling of the world's most productive and creative people toward bohemian urban centers, here attempts to reinterpret the economic crisis and look ahead to the shift to come in the United States: "The coming decades will likely see more intense clustering of jobs, innovation, and productivity in a smaller number of bigger cities and city-regions."

Discussing how an economic convulsion—dubbed a Reset—"transforms not simply the way we innovate and produce but also ushers in a whole new economic landscape," Florida looks at the Long Depression of 1873 as well as the Great Depression before turning to the current crisis: "We are living through an even more powerful and fundamental economic shift, from an industrial system to an economy that is increasingly powered by knowledge, creativity, and ideas."

In brisk prose that touches on business, government, and society, Florida ferrets out the counterintuitive: Yes, New York will suffer losses from the financial industry's decimation, but that may be a net good, since bankers' and traders' absurd salaries "skewed the city's economy in some very unhealthy ways"—meaning that now, with rents lower and offices vacant, start-ups and creative industries can flourish again. He predicts that because of metro areas' economic diversity, "most of America's large financial centers outside New York will come out in reasonably good shape." And he sees Washington, D.C., booming. (The Sunbelt and Rust Belt, not so much, unless we invest in high-speed rail systems to connect dying cities to vital ones.)

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The Great Reset lacks the focus of some of Florida's earlier books, but it's every bit as useful in inspiring thinking about the future of communities, of different types of jobs, and of the nature of work itself. "My greatest hope," he writes, "is that the current Reset can help us fashion a new commitment to work and enable every single person to do work he or she enjoys, that pays well, and that is truly motivating." —M.B.