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In The Great Reset, Professor Richard Florida Shows How the Recovery will Transform Jobs, Housing, Transportation, and the American Dream

In The Great Reset, a new book by bestselling author, professor and economic expert Richard Florida shows how the recovery will transform our jobs, housing, transportation, and even the American Dream. We will rent homes instead of owning them. We will have new forms of transportation and infrastructure to speed the movement of people and ideas. We will live in more densely populated megaregions instead of what we now call cities and suburbs. The hard road to prosperity will bring

“Downturns like today's are a necessary part of economic cycles, which expose what's working and what's not. Societies can be reborn in such crises, emerging fresh, strong and refocused.”

new innovations that will change our lives for the better.

New York, New York ([PRWEB](#)) April 27, 2010 --In *The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity* (Harper; April 27; \$26.99), bestselling author and professor Richard Florida, who wrote the classic *The Rise of the Creative Class*, shows how life will change as society recovers from the Crash.

History shows that prolonged downturns like the Great Depression of the 1930's, the Long Depression of the late 19th century, and today's Great Recession, are not just painful crises, but opportunities to remake our economy and society and generate whole new epochs of economic growth, prosperity, innovation, and new ways of living.

Richard Florida's book *The Great Reset*, provides an engaging and sweeping examination of these previous economic epochs or “resets,” distilling the deep forces that shaped their physical and social landscapes, reshaping economies, societies and everyday life. Looking toward the future, Florida identifies the patterns that will drive the next Great Reset and simultaneously reshape virtually every aspect of life—from jobs to infrastructure to the shape of cities and regions. Florida shows how these core elements, when taken together, will spur a fresh era of growth and prosperity, define a new

geography of progress, and stimulate surprising opportunities. Among these forces will be:

- 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 the history of how past Resets unfolded, Florida suggests that society should anticipate and accelerate the bold new future that lies ahead 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”

These changes will take time and hard work, but will usher in a new era of promise.

With his trademark blend of wit, irreverence, and rigorous research and analysis, Florida presents a, positive and counterintuitive vision of the future, one that calls into question long-held beliefs about the nature of economic progress. He argues that it’s time for individuals, governments, and society, to put the necessary pieces in place for a vibrant, prosperous future.

About the Author:

Richard Florida is the Director of the Martin Prosperity Institute and Professor of Business and Creativity at the Rotman School of Management at the University of Toronto, and the founder of the Creative Class Group (www.creativeclassgroup.com), an advisory services firm charting new global trends in business and regions. His national bestseller *The Rise of the Creative Class* was awarded the Washington Monthly’s Political Book Award and Harvard Business Review’s Breakthrough Idea Award. His most recent book, *Who’s Your City?* was also a national and international best-seller. He was named *Esquire Magazine’s* Best and Brightest in 2005. He has appeared on *The Colbert Report* (Comedy Central), *20/20* (ABC), *Charlie Rose* (PBS), *The Early Show* (CBS), NPR, CNN, Fox News Channel, CNBC, MSNBC, BBC and other networks and

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