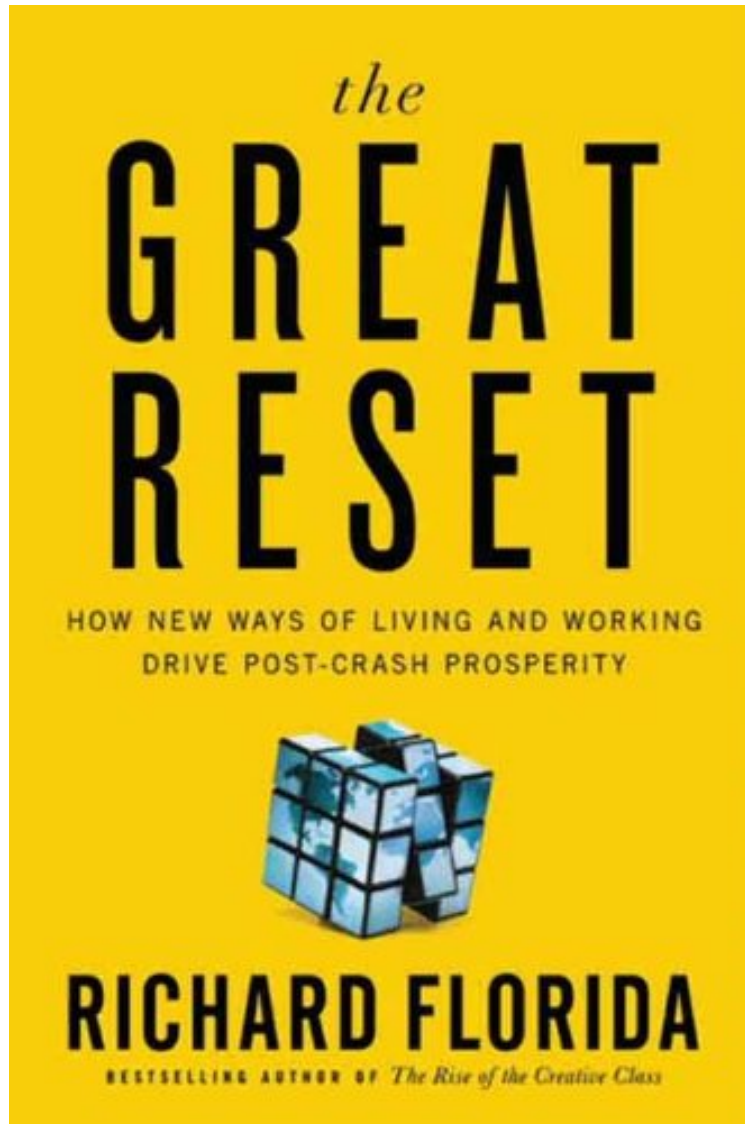


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# The Great Reset: How the Post-Crash Economy Will Change the Way We Live and Work

Richard Florida

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**Richard Florida : The Great Reset: How the Post-Crash Economy Will Change the Way We Live and Work** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Great Reset: How the Post-Crash Economy Will Change the Way We Live and Work:

3 of 3 people found the following review helpful. Back to the FutureBy J. C. ShepardWhere some doom-sayers fret over our future, Florida is comfortable here dissecting the lessons of the past. His pithy pop-pundit style draws you in and makes it easy to visualize the comparison-contrast between our current economic situation and previous Panics

and Depressions. His pithy pop-pundit style also leaves me wondering if there's that much more said than in the original magazine article. All in all, as with Florida's earlier efforts, this is a book I wish I had written. 0 of 0 people found the following review helpful. Fun read, valuable insights  
By Jesse Deringer I enjoyed this book, it was an interesting take on the state of our economy during the recession. 0 of 0 people found the following review helpful. A must read ...  
By Harry Katzen Love it ... bought several ... give them away to collaborators.

From Richard Florida, author of the bestselling books *The Rise of the Creative Class* and *Whore's Your City?*, comes a book that frames the economic meltdown of 2008–09 not as a crisis but as an opportunity to “reset.” In doing so, he paints a fascinating picture of what our economy, society, and geography will look like—of how we will work and live—in the future.

From Publishers Weekly In this optimistic but too-broad look at the present economic crisis and the opportunities it presents, social and business commentator Florida (*The Rise of the Creative Class*) examines the latest of the “Great Resets,” moments of transformative upheaval (like the Great Depression) “when new technologies and technological systems arise, when the economy is recast and society remade, and when the places where we live and work change to suit new needs.” Though he cautions that “not all Resets are the same,” and presents enough real-life examples, Florida too often rushes back to neat generalities and cheerleading: “we must do all we can to turn service jobs into more innovative, more engaging, more fulfilling and much better-paid work.” Florida also has a tendency toward gratuitous personal stories. Though the book would have benefited from fewer platitudes and authorial intrusions, the problem that looms largest for Florida—and other post-crash survival guide authors—is that the national economic calamity hasn't fully played itself out, meaning that the ability of any observer to describe the specifics of its turnaround are necessarily limited. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. [U]seful in inspiring thinking about the future of communities, of different types of jobs, and of the nature of work itself.” [U]seful in inspiring thinking about the future of communities, of different types of jobs, and of the nature of work itself.” --- “The Conference Board ”