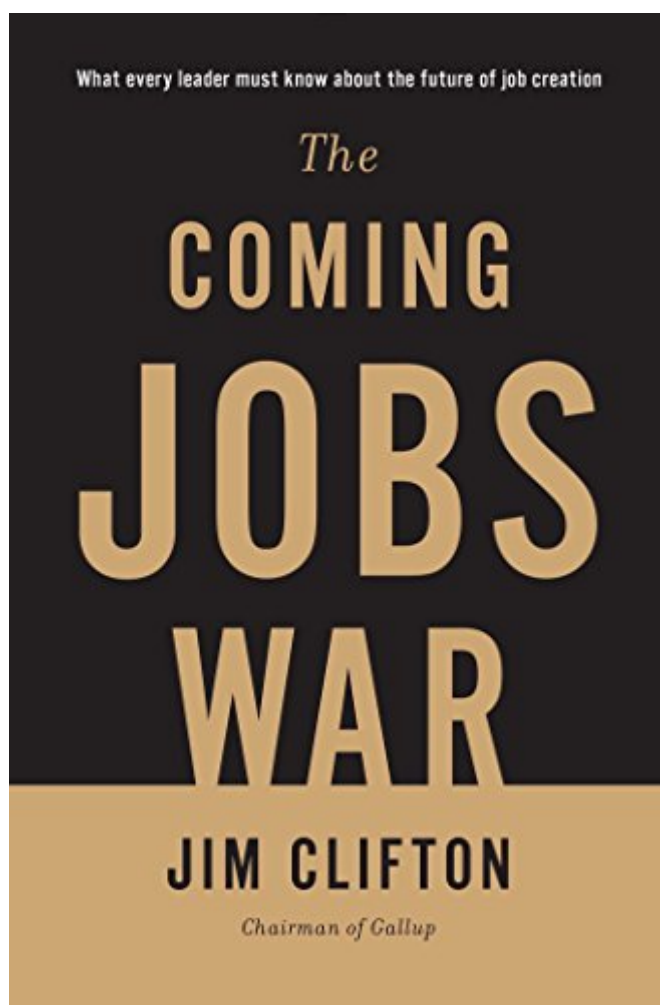


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# The Coming Jobs War



## Synopsis

Definitive leadership strategy for fixing the American economy, drawn from Gallup's unmatched global polling and written by the company's chairman. What everyone in the world wants is a good job. "This is one of the most important discoveries Gallup has ever made," says the company's Chairman, Jim Clifton. In *The Coming Jobs War*, Clifton makes the bold assertion that job creation and successful entrepreneurship are the world's most pressing issues right now, outpacing runaway government spending, environmental degradation and even the threat of global terrorism. The book is grounded in findings from Gallup's World Poll, which reveals the implications of the jobs war on everything from economics to foreign policy to nothing less than America's moral authority in the world. And it offers a prescription for attacking the jobs issue head-on. Clifton argues that the solution to creating good jobs must be found in cities, not in the federal government. Promoting entrepreneurship and job creation must be the sole mission and purpose of cities' business leaders, government officials and philanthropists. Clifton says that the next big breakthrough will come from the combination of the forces within big cities, great universities and powerful local leaders. Their combined effect is the most reliable, controllable and predictable solution to America's biggest problem. Strong leadership teams and a natural order are already in place within cities "in governments and local business and philanthropic entities, with caring leaders working on initiatives to fuel local economic growth and to create good jobs. The feat these leaders have to pull off is doubling their entrepreneurial energy by aligning their local forces: local tribal leaders, super mentors and universities. Winning the jobs war will require all hands on deck, and failure is not an option, especially for the United States, which has been the global leader in promoting freedom and entrepreneurship. America's place in the world is at stake, and there are other countries poised to surpass a sputtering U.S. economy that is currently growing at only 2% annually. The biggest threat? China, with a GDP that is increasing at nearly 10% annually "a pace that will make it the world's leading and most influential economy within the next 30 years. While the statistics are dire, Clifton remains optimistic about America's ability to win the jobs war because America has been here before. "The Greatest Generation saved America by beating the Japanese and Germans at [World War II]. The Baby Boomers saved America a second time by beating the same foes, Japan and Germany, in an economic war that determined the leadership of the free world, again," he says. *The Coming Jobs War* offers a clear, brutally honest look at America's biggest problem and a cogent prescription for solving it.

## Book Information

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## Customer Reviews

I bought this book after a friend who is a voracious reader mentioned it was what she was currently reading and seeing the many five star reviews. I had reasonable expectations despite the fact I am leery of any conversation that frames itself using the word "War". Unfortunately for me this book did not live up to its five star rating or my expectations. The "Coming Jobs War" essentially is a plan to avert societal collapse. While I agree with many of the prescriptions that Jim Clifton brings forth throughout the book, the book is just that- prescriptive in both tone and content. The book is written in the style of a bad self-help book or perhaps like the legion of "how to win in business" type books. As in such books "The Coming Jobs War" makes a sweeping generalization which is then supported by vague statements using pseudo-scientific mumbo-jumbo. While elements of the plan to avert societal collapse make sense, and many I agree with, they are presented in a linear, deterministic manner which completely miss the complex, systemic approaches that will be needed to address the issues the book seeks to contribute its voice to solving. Even worse, this book fails to provide much data to back up its claims or meaningfully acknowledge other thinkers and theories that supportable or refute the claims being made. While there is an extensive list of references at the end, they exist independent of the rest of the book (at least in the Kindle edition I read). "The

Coming Jobs War" suffers in other ways that alienated me as a reader from the important (and likely valid) points raised:- Entrepreneurs are given mythic, superhero status. The impact, societal benefit, or long term sustainability of the entrepreneur's idea is irrelevant.

I read many online reviews before downloading this book. Both sides of the political spectrum seemed to hate it, arguing that it is over simplistic and just plain wrong-headed or biased. Frankly, that's exactly why I found myself curled up non-stop reading the entire book in one sitting. It is NOT politically correct, sure. But Clifton's observations merit serious consideration. To anger the right wing, he argues that with GDP driving jobs, and with "good" jobs driving the economy, significant cuts in the federal budget will be counterproductive, both in the short and longer term. A smaller government cuts off vital support to the many services and supports that a growing economy needs (pre-K through higher education, basic scientific research, safe streets, etc.). To aggravate the left wing, he makes a good case that "taxing the rich" simply cannot generate enough revenue to even come close to making up for fiscal shortfalls, so entitlement programs must inevitably be dialed down. Then, his take on healthcare will offend just about anyone who is not at an ideal body weight, doesn't exercise, eschews preventive medical exams, and wants to claw out every last day of life in an expensive terminal illness. Well, as a medical industry executive for the past 30 years, my first reaction was to challenge his claim that healthcare costs are nothing but a drag on jobs growth (after all, what's wrong with an industry that employs 1/5 of all American workers . . . many in what he defines as "good" jobs . . . in every single town and city in the country, improves health, and for the most part cannot be outsourced to China). Yet, in the end, I'm forced to agree with his points, even on healthcare.

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