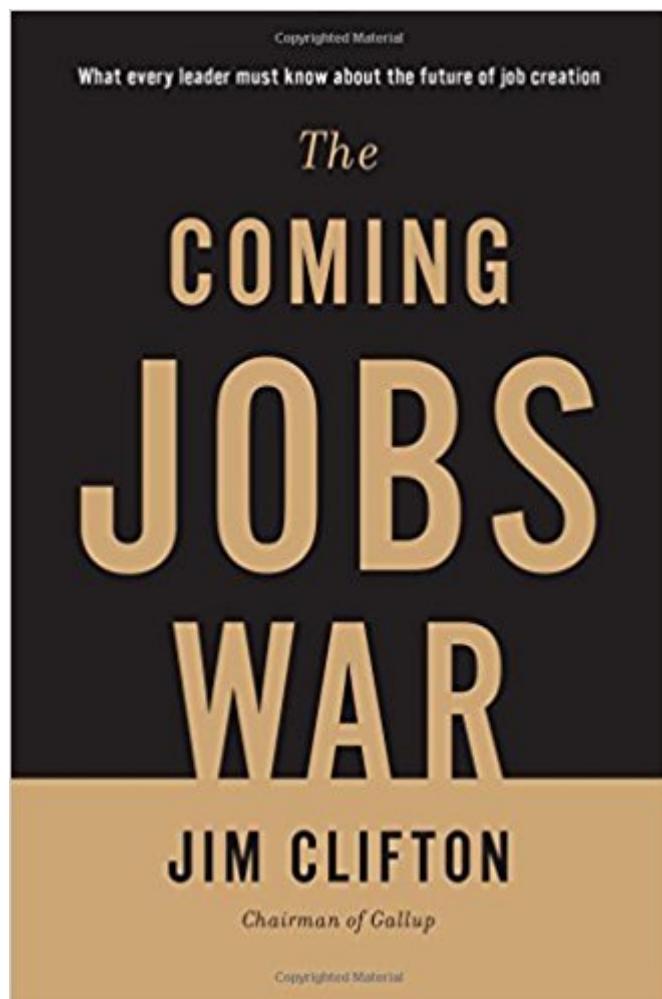


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# Coming Jobs War



## 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.

## Book Information

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## **Customer Reviews**

"...fascinating - and frightening - new book..." --Charles M. Blow, The New York Times, September 17, 2011

WHAT EVERYONE IN THE WORLD WANTS IS A GOOD JOBIn a provocative book for business and government leaders, Gallup Chairman Jim Clifton describes how this undeniable fact will affect all leadership decisions as countries wage war to produce the best jobs. Leaders of countries and cities, Clifton says, should focus on creating good jobs because as jobs go, so does the fate of nations. Jobs bring prosperity, peace, and human development; but long-term unemployment ruins lives, cities, and countries. Creating good jobs is tough, and many leaders are doing many things wrong. They're undercutting entrepreneurs instead of cultivating them. They're running companies with depressed workforces. They're letting the next generation of job creators rot in bad schools. A global jobs war is coming, and there's no time to waste. Cities are crumbling for lack of good jobs. Nations are in revolt because their people can't get good jobs. The cities and countries that act first; that focus everything they have on creating good jobs; are the ones that will win.

Firstly, I frame my review with the fact that I had been assigned to read this book, rather than seeking it out on my own. While I support the thinking contained within the book, the data used is really slim for the inferences made. There's things that need to be said contained within the book,

but it would be nice to see some corroborating evidence besides the single source used in the book. As someone who works for a polling firm (Gallup), the author should know that supporting data is needed to smooth out biases found in only one opinion collection - no matter how good the collecting company feels it is. Secondly, the book seems to ramble a bit in terms of subject matter and could use a firmer hand in editing. Had Clifton had a better editor, he could have easily had two books rather than one. It would have made him more money while being more focused at the same time. If you're fine with Gladwell-esque qualitative texts, then this one is for you. If you're looking for greater depth....

The book is a timely and significant contribution to help us understand that 'not having a good job' (one where they have 30+ hours of work per week on a steady basis) is the root cause of many of the world's problems. Don Clifton, CEO of Gallup Inc., has tapped into extensive studies provided by his organization to suggest that we should avoid answers in Washington and take more control of our actions at the local level where leaders know the people to talk to, know the levers to pull, and get things done through large networks and access to other talented people. The author describes the current state in easy to understand ways. While he creates a sense of urgency about the need to create jobs, he doesn't leave us looking for solutions and offers clear cut strategies that provide options for actions that we can take. When I finished reading the book I couldn't help but feel a little disappointed because it came to an end. His ideas are powerful and make such good sense! I can't wait for the sequel!

Excellent! You have to read this! Great book. Goes far beyond polls and statistics and really gets to the heart of our nation's needs in the years ahead--for education, business, and governance. Top rate!

The problem is that globalization and technology continue to diminish the need for labor while increasing efficiencies and economies of scale. As such, expanding the world population only makes it more difficult to produce sufficient jobs let alone good jobs for an ever - growing workforce. Warren Buffett expressed concern about opportunities for upcoming generations due to the current (advanced) state of development. He referred to it as "late-stage capitalism" .. a term I had not heard before. Which makes me wonder if there really is a solution to this critical problem. Jeremy Rifkin's book The End of Work provided two basic 'solutions' (with inherent problems of their own) to this situation. In simplest terms we need to decrease the number of hours

in a standard work-week (down to 30 by 2020.. and down to 20 by 2040) while also switching to an entertainment-based economy. Without that (his 1990s opinion) we will have massive unemployment. Personally I'm not sure that any viable solution can mitigate the impact of population growth, globalization, and technological advancement particularly as it pertains to the jobs question. I hope that I'm wrong.

As far as I'm concerned Clifton has the background and data to back up any generalizations that he makes in "The Coming Jobs War." As the Chairman and CEO of Gallup he is at the forefront of research and data analysis. It's not as if he gets a pass or "blank check" because of his position, nor do I agree with every method Gallup employs. The simple fact that he has used this book to condense years of data in a consumer based, plain language manner as a conversation starter. This is not meant to be a didactic manual on the cure for all that threatens our jobs or the imminent societal collapse. This is meant to give us a way to frame the past with what we currently face; more intelligent, motivated and massive competition than we, as a culture, have ever faced before. I think this is important to understand for the voting, informed public. Well worth reading.

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