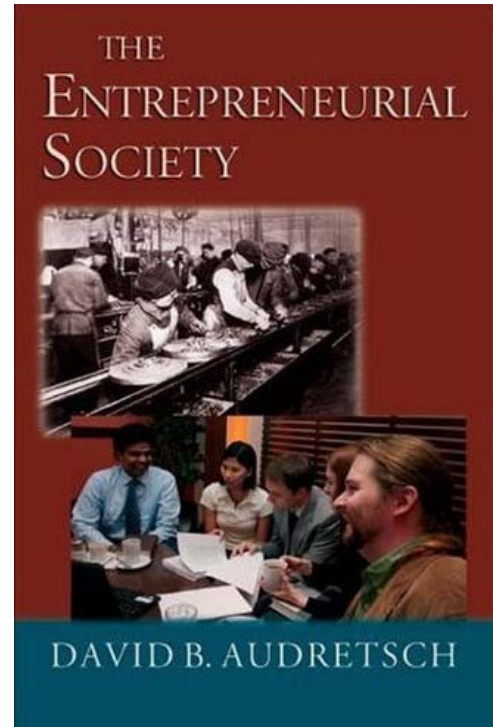


New book from David Audretsch!
The Entrepreneurial Society

Your father enjoyed the security of lifelong employment with one company. You've switched jobs several times. Today's youth will have four employers by the time they reach 30. In **The Entrepreneurial Society**, the next generation will either be self-employed or employed by a friend.

With globalization, where jobs and factories can be moved quickly to low-cost locations, the competitive advantage has shifted to ideas, insights, and innovation. If your job doesn't contribute to innovation as yesterday's technology is replaced, don't expect to have that job much longer. **The Entrepreneurial Society** relies on individuals to create growth, jobs, and competitiveness.

In **The Entrepreneurial Society**, award-winning economist David B. Audretsch identifies the positive, proactive response to globalization: **The Entrepreneurial Society**, where change is the rule and routine work is inevitably outsourced. Under the managed economy of the cold war era, government policies around the world supported big business, while small business was deemed irrelevant and largely ignored. The author documents the fundamental policy revolution currently underway. As communities shift support to technology and knowledge-based entrepreneurship, the resulting start-ups have emerged as the driving force for economic growth and job creation. Universities have moved from the economic sidelines to a highly valued seedbed of new ideas with the potential to create not just breathtaking new ventures but also entire new industries. By understanding and managing the shift from the managed economy to **The Entrepreneurial Society**, individuals, businesses, universities, and communities can learn how to proactively harness the opportunities afforded by globalization.



Welcome to **The Entrepreneurial Society.**

David B. Audretsch is Director of the Entrepreneurship, Growth and Public Policy Division at the Max Planck Institute of Economics and holds the Ameritech Chair of Economic Development at Indiana University

Oxford University Press
248 pages, \$29.95 / £17.99
ISBN13: 978-0-19-518350-4
ISBN10: 0-19-518350-9

www.davidaudretsch.com

Advance Praise for...

The Entrepreneurial Society

“With one foot in Germany and the other in the U.S., *Audretsch is in a unique position to show what does and does not make an economy tick*. Appearing in an era when India, Brazil, China and Russia loom, this book is mandatory reading for scholars of U.S. competitiveness and Eurosclerosis both. Listen to Audretsch.”

-Amity Shlaes, syndicated columnist, Bloomberg

“*In The Entrepreneurial Society, Audretsch makes a valuable contribution to understanding contemporary America* by charting the rise of entrepreneurship as the critical force in driving American economic preeminence. He contributes to our economic future by outlining what American policy makers and average citizens must do to continue to stoke this force.”

-Randall Kempner, Vice President, Regional Innovation, Council on Competitiveness

“The Industrial Society of the 1950s and 60s is over. In its place is emerging a new Entrepreneurial Society and culture. How can business adapt? Which countries and regions will win and lose? What does it mean for you? *David Audretsch provides the answers in this important book.*”

-Richard Florida,
author, *Rise of the Creative Class*



“*The Entrepreneurial Society is a guided tour of economic opportunity* by a man who knows equally well the languages of businesses and universities, Europe and the United States, history and politics, Bob Dylan and the literature of technical economics. David Audretsch has something interesting to say about all of it.”

-David Warsh, editor, economicprincipals.com and
author, *Knowledge and the Wealth Of Nations: A Story of Economic Discovery*

“*Dave Audretsch understands entrepreneurship*. In *The Entrepreneurial Society* he rationalizes the history, causes and significance of entrepreneurship as the current driving force behind America's successful return to global financial leadership. He also outlines the threats we face from abroad, again, if we fail to recognize the world is reshaping itself to compete on our knowledge turf. Once only a punchline to describe the maverick behavior of Silicon Valley, Audretsch has brought entrepreneurship permanently into the shared spotlight of academic research, public policy and, most importantly, global corporate strategy. *His book is a first.*”

-Jack Harding, President and CEO, eSilicon Corporation

“With insight and clarity, Audretsch describes the sweeping transformation of the American economy over the past two decades. Adroitly weaving together social, economic, and cultural changes, he chronicles the demise of the bureaucratic ‘managed’ economy. *The dawn of the entrepreneurial society in its place carries far-reaching consequences, and Audretsch’s book serves as an important guide to exploring them.*”

-Carl J. Schramm, President and CEO, The Kauffman Foundation