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CHAPTER 8: Build an "Incentive Nation" Touched by the Hand of Government; Price, Love, and Understanding; Pricing and Incentive Models with a Future; The End of Money; CHAPTER 9: Unfinished Business; The Missing Link; Nobody's Bitch; APPENDIX: Applying Econovation; Approach; Hindsight to Foresight; All Together Now; About the Author; Index

Sommario/riassunto

Over the last 20 years, China fed our zombie-like appetite for iPhones, Prada and Snuggies. At the same time, its biggest customer, the US, found itself in debt, under-educated, and covered with recreational tattoos. So now what? Will America wallow in mediocrity like Greece or some C-list celebrity? Or, will our legendary ingenuity save us from Tweeting...and eating our way to irrelevance? Econovation is a bold, witty response to those questions that doesn't rely on miracles or government for answers. It challenges business leaders to think differently about the next decade of the US
