



People and the Competitive Advantage of Place: Building a Workforce for the 21st Century (Cities and Contemporary Society (Hardcover))

Shari Garmise

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In the new global economy, where rapid technological change is the norm, the skills of the workforce are a key to local economic vitality. This practical book shows how cities and regions can invest in their long-term prosperity by expanding opportunities to ensure that all citizens have competitive skills, and by aligning workforce development systems to existing and emerging industry needs. Clearly written, generously illustrated, with an effective blend of theory and practice, "People and the Competitive Advantage of Place" documents the challenges and opportunities involved in workforce development, effective approaches for resolving contemporary problems, what traps to avoid, and strategies for investing in the workforce of the future. The author integrates ideas and techniques from the fields of workforce development, economic development, and community development to present a comprehensive guide to approaching workforce needs from a city or region-wide perspective. Each chapter presents lessons from relevant research; experiences from private, public, and community-based approaches; and evaluations of what is working and why.

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