



## The New Geography of Jobs

By Enrico Moretti

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Enrico Moretti's groundbreaking research shows that you don't have to be a scientist or an engineer to thrive in one of the brain hubs. Carpenters, taxi-drivers, teachers, nurses, and other local service jobs are created at a ratio of five-to-one in the brain hubs, raising salaries and standard of living for all. Dealing with this split—supporting growth in the hubs while arresting the decline elsewhere—is the challenge of the century, and *The New Geography of Jobs* lights the way.

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## The New Geography of Jobs By Enrico Moretti Bibliography

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## Editorial Review

### Review

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—*Forbes*

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"Enrico Moretti is a first-rate empirical researcher who has taught us much about the geographic impact of human capital and a variety of public investments. His book, *The New Geography of Jobs*, is well-written and filled with important facts and wise policy advice. It is an excellent addition to the literature on the economics of place. [...] Both local policymakers and national leaders interested in policies with a geographical edge would do well to read the book."

—**Edward Glaeser, author of *The Triumph of the City***

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"Decade after decade, smart and educated people flock away from Merced, Calif., Yuma, Ariz., Flint, Mich., and Vineland, N.J. In those places, less than 15 percent of the residents have college degrees. They flock to Washington, Boston, San Jose, Raleigh-Durham and San Francisco. In those places, nearly 50 percent of the residents have college degrees. As Enrico Moretti writes in *The New Geography of Jobs*, the magnet places have positive ecologies that multiply innovation, creativity and wealth. The abandoned places have negative ecologies and fall further behind. This sorting is self-reinforcing, and it seems to grow more unforgiving every year."

—**David Brooks, *The New York Times***

"*The New Geography of Jobs*, examines how and why hiring is stronger in some U.S. cities than in others."

—**PBS NewsHour**

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—**The Wall Street Journal**

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"Whatever this month unemployment report turns out to be, it's probably not going to be great news for the Rust Belt. Best guesses are manufacturing jobs are still scarce. Meanwhile, new economy places like Silicon Valley continue to thrive. The difference? Location, location, location. So says economist Enrico Moretti in his latest book, *The New Geography of Jobs*."

—*NPR MarketPlace*

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"A bold vision."

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"It is a great and disturbing book about the sweeping changes that are going on in American communities."

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—*The Atlantic*

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"Professor Moretti is a visionary scholar and one of the most important new voices in economics."

—*The Costa Report*

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"The book is an inviting read. It is dense with ideas, but spiced liberally with local detail"

—*The Journal of Economic Geography*

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"[There is] a growing divide among American cities. The winners are metro areas like Raleigh, N.C., San Francisco, and Stamford C.T. where more than 40 percent of the adult residents have college degrees. [...] Metro areas like Bakersfield, Calif., Lakeland, Fla., and Youngstown, Ohio, where less than a fifth of the adult residents have college degrees, are being left behind. The divide shows signs of widening as college graduates gravitate to places with many other college graduates and the atmosphere that creates. "This is one of the most important developments in the recent economic history of this country," said Enrico Moretti, an economist at the University of California, Berkeley, who recently published a book on the topic, *The New Geography of Jobs*"

—*The New York Times*

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"The choice of where you live is the most important choice an American worker can make today."

—*The Dylan Ratigan Show, MSNBC*

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"Enrico Moretti's, *The New Geography of Jobs* has been exceptionally well received by many of the economic development literati. Some commentators have described *New Geography* as the best economic development book of 2013. And if you don't read *New Geography*, you would also miss reading the best, most readable explanation and defense of innovation, knowledge-based economics and their effects on the location of jobs in the United States. There is a lot going on in *New Geography*."

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"Enrico Moretti's superb book highlights why the study of economic geography is vital for understanding fundamental issues such as the root causes of rising income inequality, innovation, and job growth. For those who are curious about how the United States will continue to thrive in the global 21st century economy, I can think of no better book to read than *The New Geography of Jobs*."

—*Matthew E. Kahn, author of?Climatopolis*

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"Moretti's book is well-written, well-argued, and important. *The New Geography of Jobs* is the sort of economics that should be widely read, digested, and discussed."

—*The Digital Quad*

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"The message of his very well written and prize winning book is important. And Enrico is right that we should pay attention to the geography of where smart people are choosing to work, play, and live their lives. Ultimately, it has consequences for all of us."

—*The Creativity Post*

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"If you're thinking of a career change or new employment, or if job creation is your Number One priority this year, this is a book you'll want first. You'll need solid, hard-core information to do it. And for that, *The New Geography of Jobs* is hard to resist."

—*Independent News*

"Enrico Moretti has written an important book that every student of local economic development should read. His perspective is dynamic, placing the present situation in the context of the evolution of industrial production and labor markets over the past 50 year."

—***Berkeley Planning Journal***

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"Wow. . . Without referring to Charles Murray, Moretti blows *Coming Apart* totally out of the water, replacing Murray's moralistic sociology with solid economics."

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—***Inside Higher Ed***

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"In *The New Geography of Jobs*, Moretti explains how innovative industries bring 'good jobs' and high salaries to the communities where they cluster, and their impact on the local economy is much deeper than their direct effect."

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—**Arnold Kling, EconLog**

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“[A] persuasive look at why some U.S. cities have prospered in recent decades while others have declined.”

—**James Pressley, Bloomberg - Businessweek**

“*The New Geography of Jobs* explains the major shifts taking place in the United States economy and reveals the surprising winners and losers—specifically, which jobs will drive economic growth and where they'll be located. Which communities will transform themselves into dynamic innovation hubs in 2012 and beyond? It can be done. Get educated, get a map and get going!”

—**Troy Onink, Forbes**

“In a new book, *The New Geography of Jobs*, University of California at Berkeley economics professor Enrico Moretti argues that for each job in the software, technology and life-sciences industries, five new jobs are indirectly created in the local economy. The jobs range from yoga instructors to restaurant owners. Mr. Moretti calculated such a multiplier effect by examining U.S. Census Bureau data from eight million workers in 320 areas during the past 30 years. By comparison, he found that just 1.6 local jobs were created for every new job in the manufacturing industry during the same period. Mr. Moretti says the data support the argument that technology innovators are one of the most important engines of job creation in the U.S.—with three of those five jobs going to people without college degrees.”

—**Jessica E. Vascellaro, Wall Street Journal**

“Decade after decade, smart and educated people flock away from Merced, Calif., Yuma, Ariz., Flint, Mich., and Vineland, N.J. In those places, less than 15 percent of the residents have college degrees. They flock to Washington, Boston, San Jose, Raleigh-Durham and San Francisco. In those places, nearly 50 percent of the residents have college degrees. As Enrico Moretti writes in *The New Geography of Jobs*, the magnet places have positive ecologies that multiply innovation, creativity and wealth. The abandoned places have negative ecologies and fall further behind. This sorting is self-reinforcing, and it seems to grow more unforgiving every year.”

—**David Brooks, The New York Times**

“As Enrico Moretti documents in compelling detail in a recently released book, *The New Geography of Jobs*, even if we don't assemble iPhones or sneakers in America, we supply their designs to those who do. And we do still make things—things like precision scientific instruments and jetliners. But the way we're producing them has changed as well: Even in sectors that have expanded production over the last decade, there are fewer jobs to be had—the so-called productivity paradox. The reason? Production is increasingly automated, requiring more computers and fewer human beings. All this adds up to an economy that generates just as much income, but with profits flowing into far fewer pockets than they did in the previous century. Moretti suggests that the prognosis for the average American worker need not be so gloomy if, as he predicts, America continues to thrive as a hub of knowledge generation and innovation. While the idea creators—those who design iPhones and develop new drugs—will continue to be the drivers of prosperity, more than a few crumbs may fall to the workers who support them. For example, Moretti estimates that Microsoft alone is responsible for adding 120,000 low-skill jobs to the Seattle area, where the company is based. This is because of the support workers required to style the hair, cut the grass, and yes, build the houses, of all those Microsoft engineers and computer scientists. And they earn more doing it—a barber in

San Francisco earns about 40 percent more than his counterpart in Detroit or Riverside, Calif. So one way of boosting incomes of the bottom quintile would be to provide incentives for them to pick up and move from the rust belt to innovation hubs like Austin, San Francisco, and Boston.”

— **Ray Fisman, *Slate***

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— **MSNBC – The Dylan Ratigan Show**

“The book is excellent, I strongly recommend it.”

— ***Forbes* (Adam Ozimek)**

“What explains the wide range of economic growth and prosperity across U.S. regions, and why is it so hard for struggling metro areas to reverse multi-decade trends? These are the questions that urban economist Enrico Moretti addresses in *The New Geography of Jobs*. In his vision, innovative workers and companies create prosperity that flows broadly, but these gains are mostly metropolitan in scale, meaning that geography substantially determines economic vitality. [...] Moretti has written a clear and insightful account of the economic forces that are shaping America and its regions, and he rightly celebrates human capital and innovation as the fundamental sources of economic development.”

— **Brookings Institution (Jonathan Rothwell)**

“An important new book.”

— ***The American***

“A bold vision.”

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— *The Atlantic*

“Prof. Moretti’s findings are both significant and provocative.”

— **Institute for Research on Labor and Employment ?**

“[There is] a growing divide among American cities. The winners are metro areas like Raleigh, N.C., San Francisco, and Stamford C.T. where more than 40 percent of the adult residents have college degrees. The Raleigh area has a booming technology sector and several major research universities; San Francisco has been a magnet for college graduates for decades; and metropolitan Stamford draws highly educated workers from white-collar professions in New York like finance.

Metro areas like Bakersfield, Calif., Lakeland, Fla., and Youngstown, Ohio, where less than a fifth of the adult residents have college degrees, are being left behind. The divide shows signs of widening as college graduates gravitate to places with many other college graduates and the atmosphere that creates. “This is one of the most important developments in the recent economic history of this country,” said Enrico Moretti, an economist at the University of California, Berkeley, who recently published a book on the topic, *The New Geography of Jobs*.”

— *The New York Times* (Sabrina Tavernise)

“*The New Geography of Jobs*, by Enrico Moretti of U.C. Berkeley, provides an excellent big-picture analysis of the increasingly divergent outlook for our nation’s cities and delves into the reasons why this disparity is likely to widen. [...] Highly recommended, a compelling read!”

— *Talking about Finance* (Eric Von Berg)

“This book convincingly argues that an unprecedented redistribution of jobs, population and wealth is underway in this country.”

— **CNBC**

“Remember author Thomas Friedman’s argument that the world was flat, and where you lived didn’t matter, because with e-mail, cell phones, and the Internet, you could do business all over the world? Berkeley economist Enrico Moretti pretty much says “that is so 10 years ago!” In fact, Moretti says the opposite has happened. There’s a sea change going on, a redistribution of population and wealth fueled by innovative

companies that need to be in ecosystems to thrive.”

— **NPR Here and Now**

“Amid growing concern about its outsourcing practices, Apple has posted a study showing that it has created or supported more than 514,000 jobs in the United States. U.C. Berkeley economist Enrico Moretti has written a book about this kind of indirect job creation. He says Apple's total jobs creation estimate is too high — the real total is somewhere between 300,000 and 400,000. 'My research suggests that for each additional job in the average high-tech firm, five additional jobs are created outside that firm in the local community,' Moretti says. And when well-paid tech employees spend a lot of money, that also creates jobs. According to Moretti, 'That would suggest that at the local level, Apple generates about 300,000 jobs all together in the U.S.’”

— **All Things Considered**

“The dueling speeches on the economy by Obama and Romney simply offered national solutions. Yet so many cities and states are on a strong comeback. Each place has unique reasons for doing well, such as natural resources or creative universities. New York City thrives on finance, arts, tourism. Washington, D.C., prospers on tax and visitor dollars. Many places have largely defied the sluggishness in the national economy. These growth centers could become America's pathway back to prosperity. They not only hold lessons for what other places can do, but they can serve as magnets for the unemployed.

More than ever, local communities are the secret of economic success" in a global economy, finds Enrico Moretti, an economics professor at the University of California Berkeley, and author of a new book, *The New Geography of Jobs*. Like many scholars now studying microeconomies, Dr. Moretti sees the mobility of workers to low-employment cities as an easy solution to improve the national economy. ‘Your salary depends more on where you live than your résumé,’ he writes.”

— **Christian Science Monitor**

“Politicians from both parties, acutely aware that voters are giving a critical eye to the unemployment rate, continue to tout a rebirth in American manufacturing as the key to job growth. However, not everyone agrees that more manufacturing equals more jobs. In his book *The New Geography of Jobs*, University of California at Berkeley economics professor Enrico Moretti argues that, contrary to conventional wisdom, the information economy is a driver of job growth. The problem, according to Moretti, is that we often look at places like Palo Alto, Calif., with its office parks, Stanford University campus and ambitious entrepreneurs, and fail to recognize the ripples that tech companies send through the greater economy. Using reams of U.S. Census data, Moretti estimates that for every job created by the likes of Apple or Cisco Systems, another five jobs are added in the local service industry.”

— **TERRENCE MURRAY, *The Financialist***

“Excellent”

—***The National Review***

“Enrico Moretti's provocative new book on the geography of prosperity grapples with such issues and states that research universities increase both the supply and demand for college graduates, but he criticizes efforts to create universities where there is no pre-existing ecosystem of industrial activity and research. The implication is that if you are mayor of El Paso, Modesto, Las Vegas, or Buffalo, you might as well give up on purposeful efforts. Success, in large part, comes down to luck and history. If you are fortunate enough to be Seattle, two local boys grow up to become Bill Gates and Paul Allen and eventually decide to locate their company, Microsoft, there.”

—***The New Republic***

“*The New Geography of Jobs* by Enrico Moretti offers a readable and comprehensive view of the economic forces at work in the nation's metropolitan areas. Moretti, an economist at the University of California Berkeley, offers a comprehensive and non-technical discussion of the shift to a knowledge-based economy, the growing importance of human capital to individual and community economic success, and the critical role played by industry clustering in driving innovation and productivity. For Moretti, this shift to a knowledge economy means the economic prospects of cities are diverging: adaptable places with talent are becoming more prosperous, while those with less talent and locked in to traditional industries struggle.”

—*The Huffington Post*

“If there's one current book I would recommend to leaders in American cities today, it's Enrico Moretti's *The New Geography of Jobs*.”

—**Aaron M. Renn in Urbanophile**

“*The New Geography of Jobs* has affected the way I see the world.”

—**Jim Russell**

“Some economic texts get lost in the minutia. However, *The New Geography of Jobs* takes a step back to revel in the Big Picture where the real patterns of commerce can be explored.”

—**Carrie B. Reyes**

“This important book by a U. Cal Berkeley economics professor contains vital insights and data about the nature of jobs in our new economy. The thesis he unveils is, at its core, extraordinarily encouraging because American innovators have so much untapped potential. Moretti gets special points for observing that Friedman's The World Is Flat thesis is simply wrong. In Moretti's opinion the data don't support this view. And despite all the hype about the “death of distance” and the “flat world”, where you live matters more than ever.”

—**Mark Mills, Forbes**

“Just finished Cal economist Enrico Moretti's excellent *The New Geography of Jobs*. Moretti has a way of looking at things we all know in new and refreshing ways.”

—**Mike Cassidy, Silicon Beat**

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“In his book *The New Geography of Jobs*, Moretti unpacks the forces that are reshaping America. Whereas the 20th century was defined by physical capital producing physical goods, the 21st century is increasingly driven by human capital and its output of innovation and knowledge. Smart people tend to cluster into globally competitive “brain hubs” that, in Moretti's eyes, will form the basis for much of America's future prosperity.”

—*Free Enterprise*

“I highly recommend to everyone in business or wanting to be in business.”

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—**Independent News**

"Moretti has done a good deed by sitting down to write. He's clear and concise. He has tackled these vexing questions from many angles - the decline in American manufacturing; the phenomenon of path dependency that he calls The Great Divergence; the reason why people choose to live where they live. He has writer's knack for pulling out the illustrative detail while never losing the broad sweep of events. It is truly a skill to be equally at home in the abstract realm of statistics and the very emotion-laden world of human decision-making. Most economists forget that the conclusions they draw from their sample populations also contain the drama of people's actual lives within them. Moretti remembers this while avoiding another trap of economists. He doesn't leave his story in the realm of the theoretical, but constantly brings his tale back to real-world existence in a way that amplifies the argument by making it coincide with everyday experience. Most importantly, he knows his subject well and he's talking about something that is shaping our future more than we realize."

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From the Back Cover

"A persuasive look at why some U.S. cities have prospered in recent decades while others have declined."—*Bloomberg Businessweek*

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[AU Photo] Enrico Moretti is Professor of Economics at the University of California, Berkeley, and the

recipient of several international honors, including a Fulbright Fellowship and the IZA Young Labor Economist Award. His research is supported by the National Science Foundation, the National Institutes of Health and several private foundations and has been featured in the *New York Times*, *Wall Street Journal*, *Forbes*, *CNN*, *PBS*, and *NPR*, among others.

## **Users Review**

### **From reader reviews:**

#### **Martha Albarado:**

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