

Index

A

Actualization, sale, 69, 73
Adult children, parental support, 40
Aegis
 call centers, U.S. return, 96
 Miles of Smiles, 81
Aggregate demand, increase, 168–169
Aggregate purchases, tracking, 172
Alibaba, impact, 100
AllofMP3, global customer base, 175
American Express, points systems
 (Reward Blue), 81
American Jobs Creation Act (2004), 14
Andol, Mark, 97
Annual tax revenues, 19
AppDirect, tools (focus), 181
Apple
 employee numbers, 33
 in-app billing system, imposition,
 171
Applications, deletion, 193–194
Apprenticeships
 impact, 147
 programs, 142–143
Argentina, financial crisis (1999–2002),
 21
Ariba, procurement software company,
 100
Asia, consumer demand, 56
Assimilation index score, 43t
Auto retail sales, contrast, 164f

B

Babson, School of Entrepreneurship,
 150
Balanced budget, impact, 16
BancoCyan, creation, 175
Bankruptcy, 156, 166

Banks

 loans, cheapness, 50
 reserve requirements (reduction),
 Federal Reserve (usage), 51
Bard High School Early College
 (combo school), 126
Barro, Robert, 16
Barter, 187
 market, 98
Behavioral bribery, 174–176
Bernanke, Ben, 16
Billguard, rewards, 82
Bitcoin, digital currency, 54
BitTorrent, piracy tool, 176
Blinder, Alan, 62
Borrowing
 blame, 10
 improvement, 154
Brand, construction/maintenance
 (importance), 84
Brazil, Russia, India, and China (BRIC)
 companies, trade, 54
 sales, 90–99
Bribery, perception, 64–65
Budget surplus, Bush inheritance, 14
Bush, George (tax increases), 13
Businesses
 aggregate demand, increase, 168–169
 connection, 100
 incubation, 145
 performance, decline, 166
 schools, Thiel perspective, 151
 short-term trade-offs, examples, 166–168
 skills, shortage, 146
 technology, impact, 110
 thinking, 148–149
 uncertainty/change, 164–165
 zombies, cessation, 164–165

- Business models, change, 99–103
- Business-to-business (B2B), impact, 177–178
- Business-to-consumer (B2C), impact, 177–178
- C**
- Call centers, U.S. return, 96
- Capital
 - access, 151–154
 - problems, 146–147
 - advantage, control, 101–103
 - magnet, construction, 70, 105–106
 - steps, 89
 - magnetism, importance, 90
 - shift, 68–70
 - talent flight, relationship, 61–62
- Capitalism, blame, 10
- Capitalism, preservation, 66–67
- Career leverage, 84
- Careers, changes, 124t
- Carolla, Adam, 182
- Cash
 - business, 185–186
 - importance, 185–186
 - obsolescence, 186–187
- Cashless payments, transition, 187–188
- Cell phone companies, subsidization, 178
- Change, impact, 164
- Children, nutrition/disease prevention, 175
- China
 - construction to spec, 90–91
 - control, 102
 - exports, impact, 1
 - foreign brands, preference, 91
 - long-term security, 91
 - market, opaqueness, 145
 - millionaires, 91
 - money, placement, 56f
 - PC sales (Microsoft), 93
 - pollution, 92–93
 - product rejection, 95
 - R&D spending, 28
 - social unrest, 93
 - surpluses/scarcities, 55–56
 - U.S. dollars, unloading, 102
 - U.S. growth/production engine, surrender, 192
 - workers, power, 113
- Cincinnati Strive Together program, cradle to career ecosystem creation, 130
- Class divide, innovator concern, 36–38
- Clinton, Bill (economy improvement), 13
- Cofundit, start-up assistance, 152
- Collateralized debt obligations (CDOs), problems, 14–15
- Colleges (universities)
 - affiliates, creation, 151
 - graduates, unemployment rate, 40–41
 - incubator role, 150–151
 - price, 41
 - tuition
 - affordability, 194
 - real growth, 124f
 - wages, real growth, 124f
- Columbia Venture Community, 155
- Commerce Coalition (MasterCard), 107
- Commissions, profitability, 179
- Commission-sharing model, Bing emulation, 179
- Commodities
 - dollar pricing, 53
 - indices (2000–2010), 57f
 - manufacturing, abandonment (impact), 31–32
 - prices, increase, 170
 - speculation/manipulation, 102
- Communication
 - democratization, 42
 - Mormon ethic, 148–149
- Community Reinvestment Act, revision (1999), 13
- Companies
 - aggregate demand, increase, 168–169
 - bankruptcy, possibility, 156
 - digital sales, 176–177
 - future products, 108–117
 - initiation, liberation, 27
 - leisure assets, 104

- long-term perspective, 167
- margin loss, 176–177
- on-site diet programs/health screening, 175
- performance, decline, 166
- short-term trade-offs, examples, 166–168
- Compensation trade-offs, 175–176
- COMPETES Act, 63
- Competitiveness, judgment, 171
- Complexity, protection, 49
- Computers, cost (subsidization), 178
- Concentration risk, 37
- Conditional cash, 175
- Confidence gap, closure, 155–157
- Consumer goods, commerce, 91–92
- Consumer packaged goods (CPG) companies, price points (usage), 173–174
- Consumers
 - demand, 56
 - discounts, 169
 - incentives, benefit, 188
 - leverage, 82–84
 - money, redirection, 168–169
 - price sensitivity, 114
 - rewards, 174
- Context, Creativity, Capabilities, and Culture (Innovation 4Cs), 195 relationship, 196f
- Context, innovation trend, 196f
- Corporate funding, 153
- Corporate tax incentives, 63
- Corporations, influence (Supreme Court impact), 65
- Corruption Perceptions Index, 64
- Coupon conditioning, avoidance, 169
- Creative Thinking, Torrance Tests, 128
- Creativity, 28–29
 - teaching, 128
- Credit
 - cessation, 48–50
 - ratings, decrease, 51–52
- Credit default swaps (CDSs), creation, 14–15
- Critical thinking, teaching, 128
- Crowdfunding, 152
- Crowdmaking, 152–153
- Currency fluctuations, 164–165
- Customers
 - habits, tracking, 173
 - long-term relationships, construction, 184
 - number, reduction, 36
- D**
- Data services, 180
- Debt
 - balance, impact, 18
 - impact, 17–19
 - payments, increase, 18
- Decriminalization, profitability, 61
- Default, demand, 50–52
- Departments, projection/exportation, 80
- Depression-era innovations, 111
 - evaluation, 196f
- Depression-era mentality, 173
- Devaluation, 21, 23
- Developers, economic impact, 153–154
- Digital currency, creation, 54
- Digital future, 6
- Digital records, usage, 111
- Digital transactions, impact, 188
- Direct subsidies, 63
- Discretionary retail, problems, 46
- Disneyfication, 105–106, 157–159
- Dollar
 - decrease, 21
 - impact, 52–55
 - productivity, 55
- Domestic production, Wal-Mart (impact), 97
- Drug legalization, tax revenue, 61
- Dynamic pricing
 - lessons, 182–183
 - long-term conditional pricing, comparison, 184
 - operation, levels, 183
- E**
- E39 performance shirt (Armour), 112
- Earners, replacement, 37–38
- ecoATM, impact, 161

- Economic bribery, 175–176
- Economic collapse (2000s), 10
- Economic conditions, innovation (relationship), 10
- Economic future, 195–196
- Economic identities, 73–74
- Economics, 3
 - role, 11t
- Economic spiral, 17f
- Economic trajectory (correction),
 - government (impact), 189–190
- Economy
 - productivity, absence, 190
 - repair, 191
 - small business, importance, 151–152
- Econovation
 - application, 195
 - evolution, 4–5
 - focus, 7
 - foresight, 197f
 - future, discussion, 5–7
 - opportunities, 162
 - perspective, 2
 - trends, impact, 197f
 - variations, 4
- Education
 - apprenticeship programs, 142–143
 - automation, 130–134
 - content, reinvention/repackaging, 132–133
 - cost, increase, 122–123
 - cuts, 58–59
 - economy, impact, 125t
 - enrollment, decrease, 122
 - entrepreneurship, usage, 147–151
 - hardware distribution models, 133
 - iPad, usage, 132
 - kindergarten shop classes, usage, 138–139
 - mid-career tune-ups, 141
 - mobile learning, 133–134
 - peer-taught upgrades, 141
 - problems, 120–125
 - programs, resizing, 130
 - remote learning, 133–134
 - scarcity, 131
 - shortages/surpluses, 124
 - software, teacher role, 131
 - winners/losers, predictions, 125
- Election, costs, 65t
- Elementary schools, profitability, 126
- Emancipation, 191–194
- Emerging markets, wages, 176
- Emotional green incentives, impact, 174–175
- Employment
 - education, contrast (March 2011), 40f
 - problem, 6
 - theme, recurrence, 2
- Endeavor, global network, 155
- Energy
 - application, 115–116
 - conservation, 115
 - distribution, 116
 - generation, 116
 - innovation opportunities, 115t
 - prices, negotiation, 184
 - recycling, 115–116
 - storage, 116
 - use (optimization), data (usage), 115
 - waste, 168
- Engineers, creation, 148
- Entertainment companies, profitability, 105
- Entitlements
 - change, 57–58
 - impact, 38–39
- Entrepreneurialism, tendency, 149–150
- Entrepreneurs
 - high-growth industries, models (success), 155
 - technology, impact, 110
 - unemployed, conversion, 142
- Entrepreneurship, usage, 147–151
- Entry barriers, examination, 171
- Equity, usage, 154
- Esteem, scoring, 84–85
- Euro, problems, 53
- Ewing Marion Kauffman Foundation, 150
- Excess real estate, repurposing, 159
- Expenses, decrease, 20
- EZ Pass, usage, 183, 186

F

Facebook, employee number, 33
 Fame, scoring, 84–85
 Fame-based currency, creation, 85
 Family planning, access, 175
 Farmville, in-store experiences, 183
 FatWallet, commission share, 179
 Federal Reserve
 impact, 50–52
 impotence, 52
 Finance, teaching, 129
 Financial green incentives, impact, 174–175
 Financial regulation, impact, 190–191
 Financial services
 change, 172
 deregulation, impact, 13–14
 employment, 49
 risks/wages, 163
 Financial shrinkage, 48–50
 FlexBooks, usage, 132–133
 Food, prices (2006–2011), 101f
 Foreign capital
 attraction, 89
 magnet, 103–104
 Foreign companies, success stories (deconstruction), 93–94
 Foreign consumers/businesses, attraction, 107
 Foresight, 195–199
 econovation, 197f
 FoxConn, employee number, 33
 Free idea exchange, 42
 Freeloaders, creation, 181
 Freemium, 181
 Free Trade, Clinton (impact), 13
 Frictionless marketing/logistics, 108
 Front-loaded pricing, 86–87
 Future
 discussion, 5–7
 rebalancing, 70t
 security, 85–86

G

Gangnam, tourist attraction, 106
 Gasoline
 price, contrast, 164f
 retail sales, price, 164f

Getaround, profitability, 82
 Global asset bubble, 67f
 breakdown, 67
 Global box office grosses, percentage, 105f
 Global customer base, example, 176
 Goldman Sachs, 14–15
 Government
 agencies, creation/decommissioning, 165
 impact/power, 189–191
 incentives, 162–164
 R&D subsidies, attraction, 163–164
 reinvention, 191
 role, clarity, 21
 stimulus, real return (estimate), 16
 subsidization, 195–196
 Government debt
 conservative investments, 12–13
 impact, 16
 Government gross debt ratios (2000–2016), 22f
 Graduation rates, decrease, 122
 Great Depression, 195
 Great Recession, 1, 10, 46
 continuation, 16
 exit, 25
 exposure, 33
 saving, impact, 173
 Green energy, 63, 172
 Green guilt/messages, 174–175
 Green incentives, impact, 174–175
 Greenness, impact, 163–164
 Green technology, sale, 114
 GrOffr, real estate prebidding, 184
 Gross, Bill, 53–54
 Group-demanded features, 184–185
 Group leverage, usage, 184–185
 Groupon, usage, 168, 169, 184
 Grove, Andy, 31–32
 GrowFL (Florida), business analysis, 156
 Guilt, power, 182
 GumPack, KSU development, 111–112

H

Habco, money (usage), 154
 Hardware cheapness, 178
 Hardware distribution models, 133

- Health care
 costs, reduction, 185
 pricing, impact, 162–163
 problems, 156–157
 procedures, payment, 162–163
 resources, 68–70
- Hedging, 103
- High earners, low earners (contrast), 37–38
- High-fee financial accounts, 66
- High School of the Future (Microsoft), 148
- High schools, profitability, 126
- Hindsight, 195–199
 Depression era innovation, evaluation, 196f
- Human Intelligence Tasks (HITs), 81
- I**
- iCloud, service upgrade, 180
- Idea-based products, export problems, 29–30
- Ideas
 exchange, 42
 export problems, 29–31
- Immelt, Jeff, 90
- Immigrants, assimilation, 42–43
 index score, 43t
- Immigration, impact, 42–43
- Imports, replacement/repellent, 89
- Incentive nation, 70
 creation, 161
- Incentives
 contrast, 168–169
 creation, 166, 190
 definition, 161–162
 long-term incentives, 167–168
 models, future, 176–185
- Income
 gap, 35–36
 tax revenues, decrease, 59
- Indebtedness
 impact, 14–165
 steps, 17–19
- India
 exports, impact, 1
 wages, growth, 95–96
- Indulgence, contradictions, 9
- Industrial Revolution, 10, 12, 90
- Industries
 decline/recovery, 47f
 productivity, absence, 137–138
 subsidies, 66
- Inefficiencies, sum, 191
- Inflation
 demand, 50–52
 impact, 37
- Influencers, identification, 83
- Information
 impact, 115
 superhighway, 157–158
- Infrastructure
 Communism, impact, 99
- Infrastructure, challenges, 92–93
- Innovation
 Context, 196f
 destruction, IP patents (impact), 30
 digital brand, 27–28
 economic conditions, relationship, 10
 focus, shift, 49–50
 forms, 99–103
 4Cs, 3, 195
 relationship, 196f
 opportunities, 115t
 patents, contrast, 30
 production, impact, 31–33
 snowball effect, 94–95
 stimulation, 62–63
 tendency, 149–150
 types, 11t
- Inputs, opportunity (summary), 198t
- Installation path access, 179
- Institute of Technical Education (ITE), 140
- Intangibles, power, 41–44
- Intellectual dishonesty, 127
- Intellectual property (IP), 25–26
 enforcement, 177
 patents, impact, 30
 protection services, 100
- Interest rates, increase, 21
- Internal Revenue Service (IRS), cessation, 187

- International Development
 Enterprises, sales, 93–94
- Invention, usefulness, 5–6
- Inventories, clearance, 183
- iPad, usage, 132
- Isis Consortium, 172
- Israel, United States (contrast), 149–150
- iTunes
 convenience, 176
 royalties, 182
 store, purchases (increase), 177
- J**
- Jobs
 changes, 27f
 demand, alignment, 129
 disappearance, 38–39
 flight, 62
 functions, impermanence/
 micronization, 80
 net creation, 146f
 projects conversion, 80
 reduction, 81–82
 rotations, 167–168
 seekers/openings, ratio, 34f
 shortages/surpluses, 124
 students, alignment, 129
- Johnson, Lyndon B. (impact), 12
- Junior Achievement, volunteerism, 121
- K**
- Kabbage, information generation, 154
- Kauvar, Gerald, 126
- Kibarian, Thomas, 173
- Kickstarter, crowdfunding, 152
- Kindergarten shop classes, usage,
 138–139
- King, Jr., Martin Luther (“I Have a
 Dream” speech), 45
- Knowledge gap, closure, 155–156
- Kokam, Dow, 63
- Kurzweil, Ray, 148
- L**
- Labor
 capital shift, 6
 cost, absence, 74–79
- Laporte, Leo, 182
- Latin America, consumer demand, 56
- Learning, types, 133–134
- Legal codes, impact, 190–191
- Legal structures, impact, 42
- Lending Club, focus, 154
- Lerman, Robert, 140
- Leverage, loss, 83
- Life planning, 86
- LiveNation, concert promotion,
 104–105
- Loans, reduction, 48–49
- Local governments, problems, 60
- Local investments, 98–99
- Localism, increase, 97–98
- Long-term bias, instilling, 166–168
- Long-term conditional pricing,
 184
- Long-term contracts, control, 178
- Long-term vesting, impact, 167
- Low-risk marketing campaign, funding,
 166–167
- Loyalty, control, 107–108
- M**
- Macro conditions, 170–171
- Madoff, Bernie, 15
- Makers
 amplification, 139
 empowerment, 136–143
 impact, 70, 119
- Manufacturing
 efficiency, increase, 168
 jobs, loss, 33
 Qualcomm abandonment, 94
- Manufacturing Extension Partnership,
 156
- Market economy, preservation, 66–67
- Marketing campaign, funding, 166–167
- Mashable, competitor knowledge, 155
- MasterCard, Commerce Coalition, 107
- Master micro incentives, macro
 incentives (contrast), 168–169
- MBAs, usage, 173–174
- Media, B2B businesses, 178
- Median single-family home prices
 (2010), 15f

- Medicare/Medicaid, entitlements
(impact), 38–39
- MetroCards, introduction (1994), 186
- Microeconomic tools, 161
- Micro firms, number, 146–147
- Micropreneurs, Disneyfication, 157–159
- Micropreneurship, 70, 145
- Microtasks, 80–81
- Military, expenses, 63
- MILLEE Project (Carnegie Mellon),
134
- Mindshare, trading, 177–178
- Minimum wage, 80–82
- Miron, Jeffrey, 61
- Missouri, Boost initiative, 154
- Mobile taxes, increase (plans), 170–171
- Mobius, Mark, 68
- Money, cessation, 185–188
- Mormonism, ethic, 148–150
- Mortgages, government guarantees,
163
- Mulry, Tania, 79
- Multinational corporations, distributor
role, 101
- Multiyear bonuses, impact, 167
- N**
- Nano car, Tata Group introduction,
92
- National Export Initiative, 156
- National savings rate, impact, 16
- Natural incentives, creation, 166
- Near-sourcing, 96
- Needs, hierarchy (Maslow), 73, 74f
- Net job creation, 146f
- New York City
Bloomberg initiative, 157–158
immigration, 42
- No-bid contracts, generation, 66
- No-degree-needed professions, 137t
- North American Free Trade
Agreement (NAFTA), 13, 66
- NutriSmart, technology ingestion, 112
- O**
- Obsolescence
incentivization, 164–165
mandating, 166
- Oil companies, U.S. subsidization
(problem), 163–164
- One Laptop Per Child (OLPC)
program, 133
- Online services, free versions,
181
- On-site wellness, 175
- OpenForum, competitor knowledge,
155
- Open source ideas, 42
- Open trade, 43
- Opportunity
inputs, 198t
outputs, 199t
- Organization of Arab Petroleum
Exporting Countries (OAPEC),
five-year plan, 54
- Outputs, opportunity (summary),
199t
- Outsourcing, 96
- P**
- Packaged loans, investor usage, 14
- Panda bonds, 55
- Patents
innovation, contrast, 30
number, 29f
- Paul, Ron, 50
- Pay model, extension, 81–82
- Pay stagnation, 82
- Peer-taught upgrades, 141
- Personal satisfaction, reduction, 192
- Platform owners, pricing power, 171
- Power
balance, shift, 69f
shift, 68–70
- PowerPoints, 195
- Price
adjustments, 182
charge, macro conditions, 170–171
elasticity, impact, 169–173
inflation, masking, 173–174
naming, 181–182
points, usage, 173–174
predictability, 103
subsidization, 178–180
- Priceline, impact/argument, 181
- Pricelock, impact, 103

- Pricing
 block, behavioral bribery, 174
 delivery, 183
 dynamic lessons, 182–183
 models
 future, 176–185
 test/measurement, 172–173
 power, 171
 maximization, 172–173
 strategy, determination, 173–174
- Primary product, secondary product
 subsidization, 179
- Privacy, trading, 177–178
- Procter and Gamble (P&G)
 funding model, 153
 product change, 92
- Products
 Chinese rejection, 95
 consumer addition, 104–105
 customization, 93
 future, 108–117
 inexpensiveness, 93
 promotion/rating, 97
 repurposing/reuse, 94
 solutions, 93–94
 success stories, 93
- ProFounder, start-up assistance, 152
- Projects, 80
 microtasks, 80–81
- Property protection, impact, 42
- Psychologists, usage, 173–174
- Public education system, recession
 (impact), 120–121
- Public schools, facilities (condition),
 121–122
- Purchase path access, 178–179
- Q**
- Qualcomm, manufacturing
 abandonment, 94
- Quarterly financials, impact, 167
- Quora, competitor knowledge, 155
- R**
- Reagan, Ronald (election), 12
- Real estate
 bubble, deflation, 158
 costs, decrease, 174–175
 excess, repurposing, 159
 overdevelopment, 56
 prebid, 184
 property revenues, decrease, 59
 recovery, absence, 47
 surplus, 49
 usage, creativity, 158–159
- Rebalancing, 46
- Recession
 impact, 120–121
 manufacturing, relationship, 46
- Recessionomics, application, 4
- Regulation
 compliance, expense, 170
 looseness, blame, 10
- Remote health care
 digital records, usage, 111
 increase, 111–113
- Research and Development (R&D)
 facilities, loss, 31–32
- Reserve currency, 52–55
- Reserve funds, Federal Reserve
 increase, 51f
- Residential areas, workspace creation,
 174–175
- Resources, 68–70
 reallocation, 57–59
- Retailers, 97
 test stores, setup, 172
- Revenues, 61
 increase, 20
 verification, 159
- Reverse outsourcing, 95–96
- Rhee, Michelle, 175–176
- Risk
 aversion, 146
 management, 163
- Rogers, Jim, 50
- Rose, Kevin, 165
- Rubin, Robert, 13–14
- S**
- Salaries, decrease, 192
- Savings, control, 86
- Scarcity, 55–56
 creation, 177
 impact, 37
- Schindler, Robert, 173

- School of Entrepreneurship (Babson), 150
- Schools
- business-like operation, 147–148
 - creativity/critical thinking, teaching, 128
 - finance, teaching, 129
 - financing, repair, 134–136
 - funding, public relations, 135–136
 - innovation, 127
 - mass-market opportunity, 147
 - mobile learning, 133–134
 - performance, identification, 127–128
 - profitability, 126
 - rating, 129–130
 - remote learning, 133–134
 - software, teacher role, 131
- Scientists, creation, 148
- SCORE StartSMART, 156
- Secondary product subsidization, 179
- Seed funding, provision, 153–154
- Seeking Alpha, expert-driven content (generation), 85
- Self-actualized makers, creation, 125–130
- Self-funded alternatives, 66
- Self-subsidization, 180
- Senior leaders, long-term incentives, 167–168
- Service economy, 25–26
- comparison, 26
- Services, bundles (identifying/packaging/upgrading), 106–107
- Short-work program, usage, 142
- Singapore, social tools (usage), 183
- Singularity University, 148
- SkillShare, 82
- Sleek Audio, Chinese partners, 95
- Small Business Administration (SBA)
- loan program, impact, 154
- Small businesses
- capital, intensiveness, 155–156
 - expansion, 158
 - health care/drug costs, reduction, 185
 - importance, 151–152
 - path, 155
- Social celebrity, usage, 85
- Social identity, economic leverage, 82–85
- Social media, problems, 193–194
- Social networking, tools, 86
- Social Security
- checks, issuance (cessation), 186
 - entitlements, impact, 38–39
 - investment, 66
- Social unrest (China), 93
- Software
- free versions, 180
 - teacher role, 131
- Solar power, 116–117
- Songs, decoupling, 177
- Spiroscout inhaler, GPS/Wi-Fi usage, 112
- Spotify, convenience, 176
- Sprint-Citi-MasterCard consortium, 172
- Stalnaker, Stan, 54
- Start-up Off & Away, price adjustments, 132
- Start-ups
- immigrants, impact, 61–62
 - launch, University of Miami, 150
 - power broker, 83–84
 - tax incentives, 63
- States
- budgets
 - federal stimulus money, impact, 130–131
 - shortfalls, 59f
 - governments, problems, 60
 - problems, 60–61
 - recession, impact, 59–61
- Stock options, long-term perspective, 167
- Store inventories, clearance, 183
- Students
- apprenticeship programs, 142–143
 - concepts/critical thinking, focus, 128–130
 - creativity/critical thinking, teaching, 128
 - finance, teaching, 129
 - job demand, alignment, 129
 - kindergarten shop classes, usage, 138–139
 - mobile learning, 133–134

- performers, identification, 127–128
- remote learning, 133–134
- teaching, 140
- tuition cost control, innovation, 135
- tuition loans, default protection, 135
- video games, usage, 134
- Subjugation
 - cake, example, 192f
 - impact, 191–193
- Subprime lending, 13
- Subsidization, impact, 178–179
- Subsidy, sharing, 179
- Success stories, deconstruction, 93–94
- Supplier ecosystem
 - construction, 158
 - loss, 31–32
- Supply-side economics, 12–13
- Surplus, 55–56
 - real estate, usage (creativity), 158–159
- T**
- Talent flight, capital (relationship), 61–62
- Tandy Computer Center (Radio Shack), 149
- Tata Group
 - cars, inexpensive models, 93
 - Nano car, 92
- Taxes
 - codes, impact, 190–191
 - collection, 191
 - impact, 57–59
 - increase, 58
 - scenarios, 58f
 - revenues, necessity, 170
- Technology
 - impact, 110
 - problems, 193–194
 - spread, 5–6
- Telecom, recovery, 46–47
- Telecoms, regulation, 171
- Telepresence (Cisco), 112–113
- Termination fees, 178
- Textbooks, replacement, 132–133
- Text message-based employment, SoukTel creation, 94
- Thailand, tourist attraction, 106
- Thiel, Peter, 151
- Third World, influence (cost), 64–65
- Tolls, retail traffic (analogy), 182
- Torrance Tests, 128, 28–29
- Tough Stuff, sales, 93–94
- Toxic assets, Federal Reserve purchase, 51
- Trachtenberg, Stephen, 126
- Trade barriers, Clinton elimination, 31
- Trader Joe's, coupon conditioning (avoidance), 169
- Traderoots, Department of Commerce service, 156
- Traffic congestion, relief, 183
- Transactions, digital characteristic, 188
- Trends, spies, 99–100
- TrialPay, subsidization model, 179
- Troubled Asset Relief Program (TARP), 15
- Tuition costs
 - control, innovation, 135
 - GI Bill payment, 150
- U**
- Uncertainty, impact, 164, 170
- Underclass, revolt, 37
- Unemployed, conversion, 142
- Unemployment (replacement), short-work program (usage), 142
- Unilever
 - product change, 92
 - R&D investment, 167
- Unions, necessity, 184
- United States
 - budget deficit, funding (identification), 52f
 - businesses, econovation trends (impact), 197f
 - Commercial Service, international partner, 100
 - companies, number, 146–147
 - Corruption Perceptions Index, 64
 - default, demand, 50–52
 - dollar
 - decrease, 21

- United States (*cont'd*)
 impact, 52–55
 productivity, 55
 economy, digital conversion,
 176–177
 expenses (2008–2030), 21f
 financial mismanagement, 59
 fuel strategy, 163–164
 global competitiveness, ranking, 16
 growth/production engine,
 surrender, 192
 household debt (1950–2010), 48f
 inflation, demand, 50–52
 infrastructure, upgrades/repair,
 113–114
 ingenuity, power, 45–46
 Israel, contrast, 149–150
 jobs
 creation, attempt, 32–33
 loss, number, 31
 linkage/intertwinement, 43–44
 market, tightness, 171–172
 money, printing (problem), 53–54
 pollution, 92–93
 principal, reduction, 20–21
 resurrection, concern, 10
 sectors, growth rates, 123f
 service economy, comparison, 26
 short-term debt, 21
 treasuries, holding, 53
 wealth, distribution (2007), 35f
 United States debt
 demand, problems, 50–52
 purchase, 50
 trajectory (1970–2080), 19f
 trajectory (1996–2016), 20f
 Universities. *See* Colleges
 Upgrades, impact, 180
 Upsell, 181
 Utility prices, elasticity, 170–171
- V**
 Vestment, 36–37
 Virtual goods, growth, 27–28
 Vocational education, redefinition,
 140–141
 Vocational options, extension, 140–141
 Vocational training, impact, 147
 Volunteerism, 79
- W**
 Wadhwa, Vivek, 145–146, 153
 Wage cage, 175–176
 Wal-Mart, impact, 97
 Watkins, Bill, 32–33
 Wealth
 gap, 35
 perception, 170
 transfer, 169
 WebEquity, labor trade, 152
 White-collar jobs, 33–34
 Wohlsein, Marcus, 139
 Workers per retiree, number, 39f
 Workspaces, creation, 174–175
 World currencies, U.S. dollar
 (relationship), 53
 World manufacturing, shares, 32f
 World population, U.S. population
 (proportion), 39f
 World Trade Organization (WTO), IP
 rules, 30
- Y**
 Yergen, Daniel, 114
 Young Entrepreneur Council, 155
 Youth, number, 40–41
- Z**
 Zombies
 cessation, 164–165
 prevention, 165–166