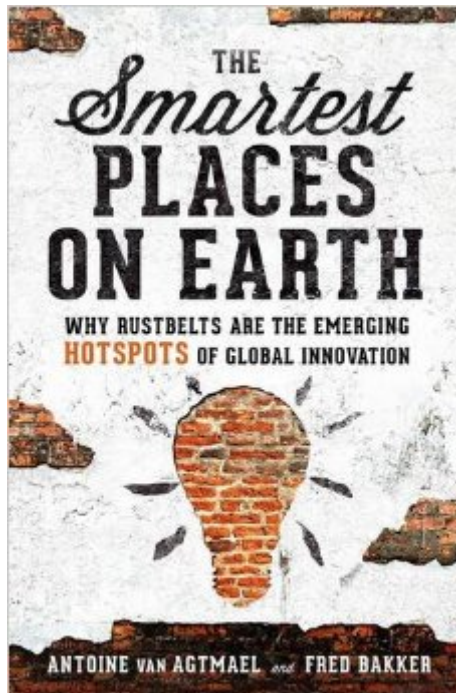


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# The Smartest Places On Earth: Why Rustbelts Are The Emerging Hotspots Of Global Innovation



## Synopsis

The remarkable story of how rustbelt cities such as Akron and Albany in the United States and Eindhoven in Europe are becoming the unlikely hotspots of global innovation, where sharing brainpower and making things smarterâ€”not cheaperâ€”is creating a new economy that is turning globalization on its head. Antoine van Agtmael and Fred Bakker counter recent conventional wisdom that the American and northern European economies have lost their initiative in innovation and their competitive edge by focusing on an unexpected and hopeful trend: the emerging sources of economic strength coming from areas once known as “rustbelts” that had been written off as yesterday’s story. In these communities, a combination of forces—visionary thinkers, local universities, regional government initiatives, start-ups, and big corporations—have created “brainbelts.” Based on trust, a collaborative style of working, and freedom of thinking prevalent in America and Europe, these brainbelts are producing smart products that are transforming industries by integrating IT, sensors, big data, new materials, new discoveries, and automation. From polymers to medical devices, the brainbelts have turned the tide from cheap, outsourced production to making things smart right in our own backyard. The next emerging market may, in fact, be the West.

## Book Information

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## Customer Reviews

Looking for business in all the right places The Smartest Places on Earth: Why Rustbelts are the Emerging HOTSPOTS of Global Innovation BY Antoine van Agtmael and Fred Bakker, a book that everyone in business today should pick up and read. This is by far the most optimistic book of the

year because it talks about the future, the real future not the made up future that we are hearing about from our politicians these days. This book is talking about the future of the world not just this country and not a future that is just another rosy-glassed pipe dream but rather a future that is going on right now in the present. The authors talk about how once downtrodden has been communities are raising themselves up from the ashes and debris of defeat to the success they are experiencing today. The book tells stories of collaboration of how people of all cultures and backgrounds are coming together in certain parts of the world to make things happen. If you think building wall is the right thing to do then read this book and get out of your xenophobic funk, if you think that all countries should be operating in nationalistic creative limiting silos then you need to read this book. If you think that our world is based on every man or woman for himself or herself you need to read this book. Right from the get go in the first chapter the authors talk about "Brain belts" • replacing "Rustbelts" • and it happening because smart people, remember smart people and how we use to like them instead of calling them "elites" • are coming together in collaborative coalitions to do great and innovative things.

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