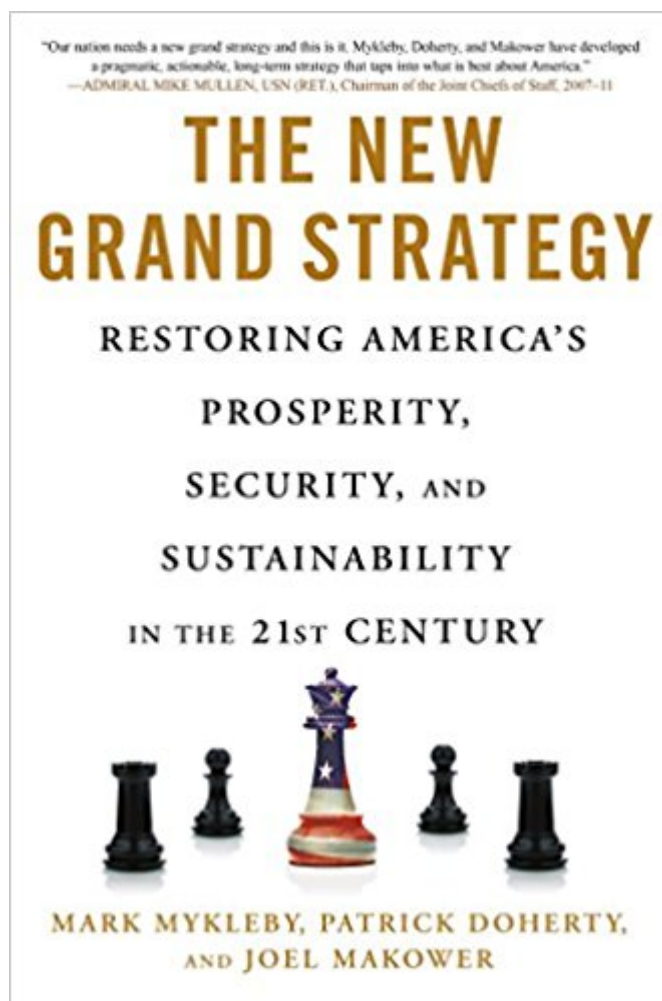


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# The New Grand Strategy: Restoring America's Prosperity, Security, And Sustainability In The 21st Century



## Synopsis

The New Grand Strategy tells the story of a plan, born within the Pentagon, to recapture America's greatness at home and abroad by elevating sustainability as our new strategic imperative. It aligns our enduring national interests of prosperity and security with a new framework that addresses pressing economic, social, and environmental issues at home, tapping into a trillion-dollar market demand for walkable communities, regenerative agriculture and resource productivity. It is an inspiring vision of what's possible when Americans hold a collective view of the future and come together to bring it to reality. This is no idealistic pipe dream or wonky policy prescription. The story that unfolds in this book weaves together hard-nosed economic analysis, a clear-eyed study of demographic and societal shifts, the realities of climate change and resource scarcity, a risk-based assessment of America's challenges and opportunities, and on-the-ground reporting of how much this is already unfolding throughout the country. By rediscovering the power and discipline of grand strategy and taking responsibility for our future, America can reimagine the American dream and once again take on "the cause of all mankind." Released during one of America's most divisive presidential election campaigns, The New Grand Strategy avoids the partisan rhetoric dividing our nation today. Instead of placing blame, it offers a clear, pragmatic plan that can unite Americans and launch a new era of prosperity and security.

## Book Information

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## Customer Reviews

Our nation needs a new grand strategy and this is it. Mykleby, Doherty, and Makower have developed a pragmatic, actionable, long-term strategy that taps into what is best about America. In so doing, they are giving us, as a nation of citizens, the opportunity to move past the politics, cynicism, and apathy that are holding us back so we can get on with the hard work of reinventing America for our kids and grandkids.

Admiral Mike Mullen (RET.), Chairman of the Joint Chiefs of Staff, 2007-11 Over time, America's soft power is more consequential around the world than our military might. Our soft power is linked profoundly to whether we are truly that shining city on a hill, admired for our freedom and the well-being of our people and the care we take for our children and future generations on this planet. The New Grand Strategy looks honestly at the sea of troubles in which America now finds itself, and, not stopping there, it charts an ambitious course to a better place. An important book.

James Gustave Speth, former Administrator, United Nations Development Program, and former Dean, Yale School of Forestry and Environmental Studies Visionary, crystal clear, and timely! The authors unite the strands of national policy into a coherent and inspiring Grand Strategy a practical blueprint for sustainable prosperity, security, and global leadership."

David W. Orr, Paul Sears Distinguished Professor of Environmental Studies and Politics, Oberlin College America is a purpose-driven nation that has lost its way. It is no longer clear what we stand for either at home or abroad. The New Grand Strategy offers an answer, a grand purpose of creating a sustainable future for Americans and the peoples of all nations. The goal may be grand, but the analysis is clear, simple, and accessible. It should be read by all presidential candidates and all voters.

Anne-Marie Slaughter, President and CEO of New America; former Dean of Princeton University's Woodrow Wilson School of Public and International Affairs, Author of Unfinished Business Mykleby, Doherty and Makower challenge us to move from inwardly focused belly-aching to outwardly-focused planning and mobilization. Thankfully, they envision the transformation being led by nimble free enterprise rather than clunky government. Planning the work and working the plan starts with careful thought about incentives and continues with a commitment to implementation. That's what The Grand New Strategy supplies.

U.S. Rep. Bob Inglis (R-SC4 1993-1999; 2005-2011) B. H. Liddel Hart, the British military historian, described grand strategy as the application of a nation's major resources to the achievement of its large purposes. In this new, comprehensive advocacy of a 21st century American grand strategy, authors Mykleby, Doherty, and Makower propose nothing short of a new American "operating system" based on the central organizing principle of "full-spectrum sustainability" and resilience founded on an economic revolution with grassroots in an astonishing compendium of local initiatives. Were the next president to adopt their

blueprint for achieving our nation's large purposes, it would launch us toward nothing less than a second American Revolution.

—Gary Hart, United States Senator (Ret.)

There are many defining moments that are seen only in retrospect. This is not one of them. The confluence of internal and external factors has resulted in a defining moment for America today and we must act. The New Grand Strategy is the best blueprint I have seen for capturing and maximizing this moment. It offers us a clear, coherent and deeply compelling narrative to carry us thru the complexities we are facing. It is a fully actionable strategy that will allow America to adapt, compete, grow and evolve in a manner in line with our national values that transcend generations. It is truly inspiring and essentially the only bandwagon we need to be on.

—Chris Luebke, Director, Global Foresight and Innovation, Arup

“America and the world are officially off course, but Mykleby, Doherty, and Makower show it is very fixable”

—Jim Clifton, Chairman and CEO, Gallup

A fascinating journey through the halls of power and public policy development.”

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Mark Mykleby is a retired Marine Colonel and co-director of the Strategic Innovation Lab at Case Western Reserve University. Patrick Doherty is a macroeconomic strategist and co-director of the Strategic Innovation Lab. Joel Makower, chairman and executive editor of GreenBiz Group, is an award-winning author of more than a dozen books and a senior fellow at the Strategic Innovation Lab.

Fantastic read - loved it! It provides brilliant analysis of the big picture issues of our day, with engaging and pragmatic steps to a better future with or without Washington's leadership. I've been a long time fan of co-author Joel Makower, whose work has helped get “sustainability” into the core agendas of many businesses across the world, a paradigm shift from where we were 15 years ago. This book is more important now than ever, offering a blueprint for moving us towards “full-spectrum sustainability”, including food, water, energy, industry, buildings and infrastructure, transportation, education and more. I just bought three copies for visionary friends of mine.

If, like me, you're frustrated by the lack of bold, constructive ideas in this year's election campaign, this book is a "must read." I was fortunate enough to meet Mark (Puck) Mykleby a few days after his

"Y Report" or national security narrative was published. We have been exploring ways to weave his (now their) ideas into our work in the peacebuilding community. The report was all the more remarkable because it was written by a Marine colonel and Navy captain for the Chair of the Joint Chiefs. So, I've been waiting for this book for a few years. I was not disappointed on at least two levels. First, the redefine what security means--away from a security defined by protecting national sovereignty to one defined as "human security" that addresses such overlapping issues as economic, environmental, racial, gender, and other security. Second and more importantly, they lay out a strategy whereby those hopes could be turned into reality and pave the way toward a more secure, prosperous, and competitive America based on walkable cities made up of mixed use and mixed income neighborhoods that rely on light rail and other public transit systems, and support everything from 3D printing based "new" manufacturing and a revitalized agricultural system to boot. Last but by no means least, they talk about the things they are already doing to create a coalition that could make those lofty dreams come to life. I've been fortunate enough to help build one such project in Oberlin OH. As promising as the Oberlin Project is, it is designed for a college town of about 10,000 residents. Puck and his colleagues have given us at least the outlines of a path for taking things like the Oberlin Project to scale.

I find myself re-telling the stories contained in "The New Grand Strategy" to friends and colleagues across the country because they offer a well-reasoned strategic approach to renewing the US economy that's been missing in action for decades. The practical analysis and recommendations illuminate a path for renewal and change in the 21st century if they are adopted.

Fascinating book with concrete, powerful solutions to boost prosperity in a way that also enhances our country security and sustainability. A must-read book for all business people.

Incredible, important book. I just bought copies to hand out to my friends (we don't even have a book club). More people need to be talking about this.

Thoughtful and hopeful in a time when it's hard to look optimistically down the road (if you're paying any attention to what really matters). A must read for those who care about your children, your grandchildren, and future generations....in the U.S. and on this planet.

Wow what a well written well researched book about major issues we face individually and as a

nation. It says we need to pull together as a team to solve these problems instead of waiting for our leaders to do so. We need to take charge now. How true.

We can only hope their vision becomes a reality. We are mired in the disaster brought on by Republicans in government that will soon destroy our ability to turn things around.

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