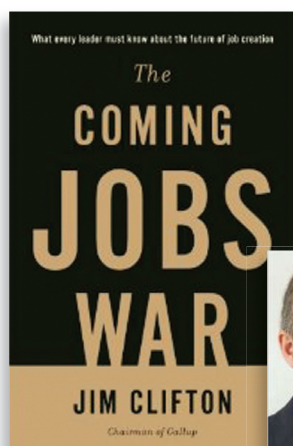


# By the Book

Mackinac Policy Conference features national influencers and thought-leaders

By Audrey LaForest

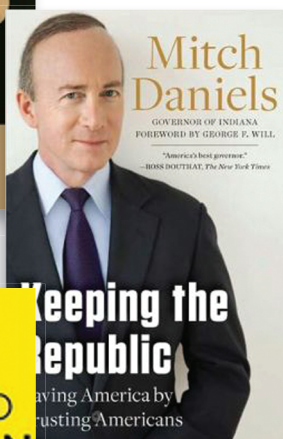
As one of the largest and most unique events of its kind in the country, the Mackinac Policy Conference draws thought-leaders who are driving the national dialogue on key issues impacting the state and nation. Here's a quick glance at some of the publications by 2014 Conference speakers.



## **The Coming Jobs War**

**By Jim Clifton**

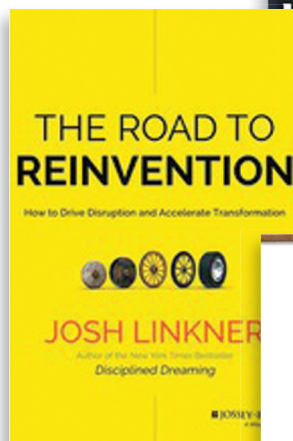
As CEO and chairman of Gallup and a leader in public opinion research, Jim Clifton describes the one thing that everyone in the world wants: a good job. He offers readers a look at what will happen as countries wage war to produce the best jobs and how cities will ultimately crumble if those good jobs aren't developed and unemployment rates increase. With well-articulated arguments throughout, Clifton asserts that we need stronger support for entrepreneurs and better schools that promote human development to create a brighter future for the United States.



## **Keeping the Republic: Saving America by Trusting Americans**

**By Mitch Daniels**

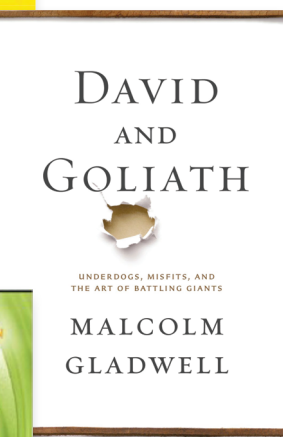
Many leaders still believe that well-informed American citizens can make the necessary changes needed to govern their own lives rightly and efficiently. Former Indiana Gov. Mitch Daniels is one of those leaders who trusts his fellow Americans to make the tough decisions that lead to a brighter future. In "Keeping the Republic," Daniels argues that far too many politicians have assumed that Americans are too dim-witted to make decisions about important issues, resulting in a steady loss in freedom and the loss of our world leadership. It's not too late, however, and Daniels pushes forward to prove it.



## **The Road to Reinvention: How to Drive Disruption and Accelerate Transformation**

**By Josh Linkner**

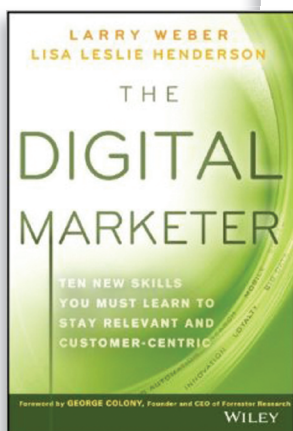
In "The Road to Reinvention," Detroit native Josh Linkner examines one of the most common reasons for failure: the failure to reinvent. As CEO of Detroit Venture Partners and the founder of ePrize, Linkner explores his perspective of Detroit's triumphs and defeats, the process of discovery and imagination, and how succumbing to complacency can disrupt a successful future.



## **David and Goliath: Underdogs, Misfits and the Art of Battling Giants**

**By Malcolm Gladwell**

From the best-selling author of "The Tipping Point," "Blink," "Outliers," and "What the Dog Saw," "David and Goliath" presents readers with a new way of thinking about the clash between giants and apparent underdogs. Malcolm Gladwell examines the minds of cancer researchers and civil rights leaders, murder, revenge, and both the success and failure within classrooms in order to explain how beauty and importance in life originates from adversity.



## **The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric**

**By Larry Weber and Lisa Leslie Henderson**

Technology has increasingly become embedded in our daily lives, which in turn has changed the way companies interact with their customers. Larry Weber and Lisa Leslie Henderson provide marketing professionals with a guide to all the new tools that are available today. Weber, who is chairman and CEO of Racepoint Global, and Henderson, who is a marketing consultant, delve into the new marketing methods, stressing the importance of social media outlets and this new "customer-centric" world.