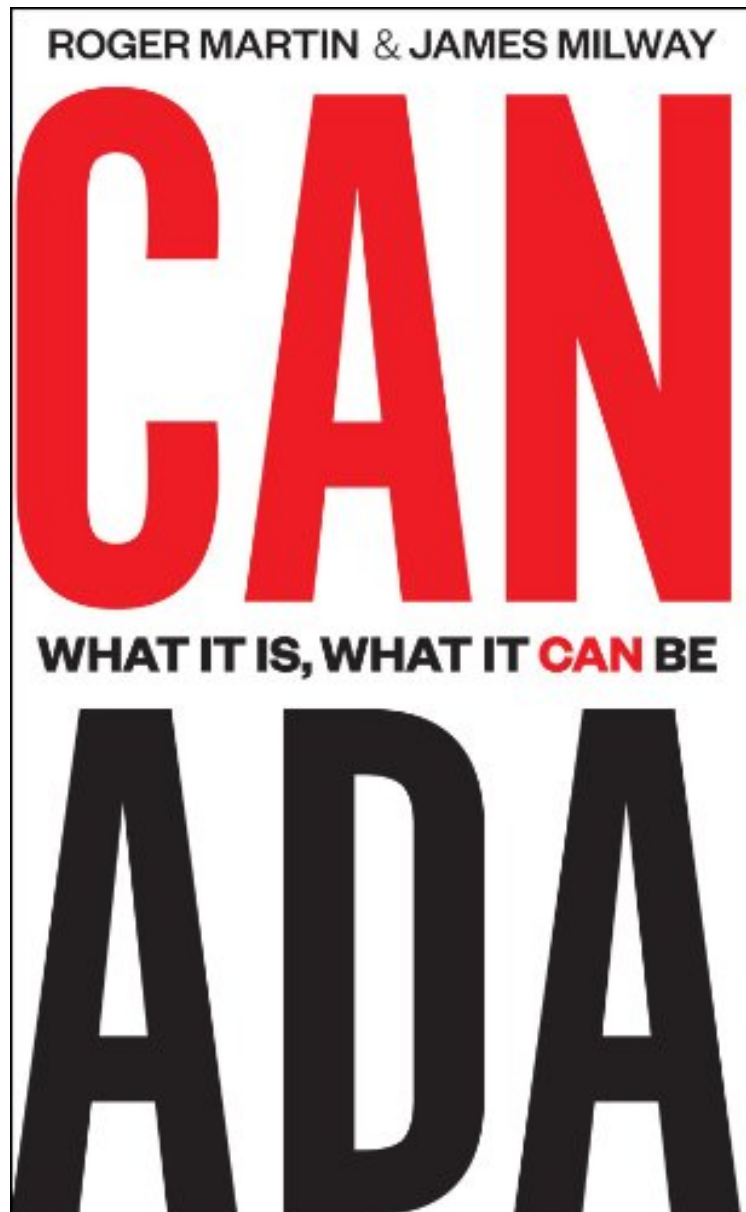


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## Canada: What It Is, What It Can Be (Rotman-UTP Publishing)

*Roger Martin, James Milway*  
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**Roger Martin, James Milway : Canada: What It Is, What It Can Be (Rotman-UTP Publishing)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Canada: What It Is, What It Can Be (Rotman-UTP Publishing):

0 of 0 people found the following review helpful. Recommended if you are interested in the Canadian economy! By Customer This is a very readable introduction to the competitiveness and perspectives of the Canadian economy.

Concepts like labor force utilization, productivity, innovation (versus invention) or poverty/inequality are explained in a differentiated but very comprehensible way. Sometimes the repeated assertion that Canada is "world class" or "among the world's best" is a bit annoying. I am also missing thoughts on the budgetary effects of the many policy changes that the authors advocate and on the political economy of the necessary changes. If everything is so convincing - why isn't it done? The discussion about Canada's productivity gap compared to the US dates back more than 25 years! The remarks on the expensive Canadian health care system that is maintained at the expense of education point to the crux that voters simply think of themselves first rather than the next generation. Nevertheless - I recommend the book to everybody who is interested in the Canadian economy.

0 of 1 people found the following review helpful. Productivity 101: learning from Canada's travails By Marcel This book is well written, approaching economics in an easy manner which allows the non-professional to understand. It is also dealing with a fascinating paradox. How Canada managed to do so well economically during the 2008-09 global economic crisis, weathering it with solid public finance, no banking crisis, no surge in unemployment, while being mired in one of the lowest productivity quagmire among industrial countries? Roger Martin and James Milway take us through that productivity paradox, why Canada does so well on most economic issues, and yet, year after year, trails most other industrial countries on productivity. As the book title suggests, they show us what Canada could be if it were to address successfully its low productivity. The authors also present a fairly detailed agenda in that regard. For anybody interested in productivity and in economic growth, understanding the Canadian paradox is a good way to start, and Roger Martin and James Milway have provided the book to do it.

0 of 1 people found the following review helpful. A BOOK FOR FUTURE LEADERS By dave colcleugh Most Canadians are comfortable in the abundance of the nation. Our resources, human and material have served us for generations. We are proud of our place in the world; one of the most liveable nations in the world. But I sense in the young people of the country and others an urge to be better. Our children and grandchildren can make the 21st century the century of Canada; we did not quite get there in the 20th century. Roger Martin and James Milway show us why, how, and what to do in an extremely readable and believable manner. This book can be a catalyst for change. Share this book with your children they will be inspired to do the job.

Canadians have achieved an enviable balance of economic prosperity and civic harmony, but as emerging countries like China, India, and Brazil take their place alongside developed economies, we cannot be complacent. Our high paying jobs, world-class learning and research institutes, excellent health care, and social safety nets exist only to the extent that we are innovative and competitive globally. Canada: What It Is, What It Can Be provides an incisive examination of this country's increasing prosperity gap ndash; the difference in value between what we do create and what we could create if we performed at our full potential. As Roger Martin and James Milway demonstrate, although we are proud of our trading prowess, we do not participate as aggressively in world markets with innovative products and services as we could. While we want to take risks to achieve success, our business strategies and economic policies need to set the bar higher to achieve the success we want for Canada. Written in an accessible style that helps general readers understand complex economic concepts, Canada: What It Is, What It Can Be exposes the myths currently guiding our public policy, and provides ground-breaking new approaches for realizing our full prosperity potential.

Canada: What It Is, What It Can Be provides important, highly topical information on competitiveness and prosperity from which intelligent debate can now stem. By presenting complex concepts in a clear, highly informative manner, and by providing concrete illustrations of how policy decisions and circumstances affect the lives of ordinary Canadians, Roger Martin and James Milway have made this book very accessible for business and general audiences.

(Suzanne Fortier, President, Natural Sciences and Engineering Research Council) About the Author Roger Martin is Dean, Premier's Research Chair in Productivity and Competitiveness, and Professor of Strategic Management at the Rotman School of Management at the University of Toronto. James Milway is executive director of the Institute for Competitiveness and Prosperity and the Martin Prosperity Institute in the Rotman School of Management at the University of Toronto.