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## LOCAL AUTHORS Moraga Resident's New Book Discusses Struggles Facing our Economy and the Key to Success: Innovation

**By Bobbie Dodson** 



Tapan Munroe Photo provided **6** nnovation occurs when new ideas are transformed into useful and better products," states Moraga author and economist Tapan Munroe, Ph.D. "Innovation results in new businesses; new businesses create jobs. The positive change may be transformational, such as the Internet, or it may be incremental such as improving the energy efficiency of an electrical appli-

ance." In his new book, Innovation: Key to America's Prosperity and Job Growth. Munroe notes that frugal innovation is a key factor in the fastest growing economies of the world such as China, India, a n d Brazil. "Their growth is not

because of cheap

labor, but because they focus on making things more affordable to consumers. Examples of this are the \$3,000 Nano car made by Tata Motors in India; \$100 laptops initially designed for children in poor countries; and \$30 mobile phones that provide workers with special skills in science, technology, engineering and mathematics. In 2009 a study by the American Society of Training and Development discovered the 79% of the 1,176 organizations surveyed reported they were experiencing a skills gap. Throughout the recession every month two to three million job openings have not been filled, even with 9% unemployment, because we lack skilled workers. It will only get worse in the coming years unless we commit to change," the author explains.

Throughout the book Munroe writes in simple understandable terms so that the lay person can easily grasp his concepts. "I've always had a passion for simplifying and clearly communicating economics, even though it can be arcane and complex," he says. "I view economics not as a dismal science, but as a subject that deals with the wealth of nations and helps us make important and difficult decisions at both the macro level and on a personal level."

three-quarters of the jobs will require widely published author and has been a commentator on both regional and national radio and TV programs.

> Of his latest book, Richard Atkinson, President Emeritus of the University of California, San Diego, says, "Tapan Munroe brilliantly captures the essence of America's 21st century economic challenge - sustaining our innovation economy. The book is a winner."

> Innovation, edited by John Ahlquist, is now available in paperback at Amazon.com. The Kindle version will be available at Amazon in three to four weeks.

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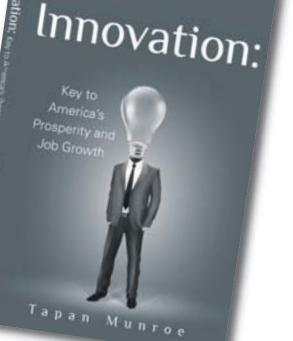
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Over the past 22 years, Munroe wrote bi-weekly columns on the economy for the San Francisco Examiner and several Bay Area News Group newspapers, and wrote four previous books about various aspects

nation-wide service very inexpen- of the economy and specific ecosively." Examples of smart frugal in- nomic regions. novation in the United States include the Apple computer and the Flip expound on the subject. He holds a Video camera that are easy to use by Ph.D. in economics from the Univernon-geeks.

volves our most serious problem: the Training Program. A visiting scholar U.S. skills gap. "Without a well trained workforce it is impossible to sustain an innovation economy," he writes. "In 1991, according to the U.S. Bureau of Labor Statistics, less than half of the U.S. jobs required Department of Economics at the Uniskilled workers. By 2015 nearly

Munroe has the background to sity of Colorado and graduated from Another theme of his book in- the University of Chicago Executive at the Massachusetts Institute of Technology and Stanford University, he also served as an adjunct professor at the University of California, Berkeley, and a professor and chair for the versity of Pacific in Stockton. He is a

## THE APP RAP

**By Eric Pawlakos** 

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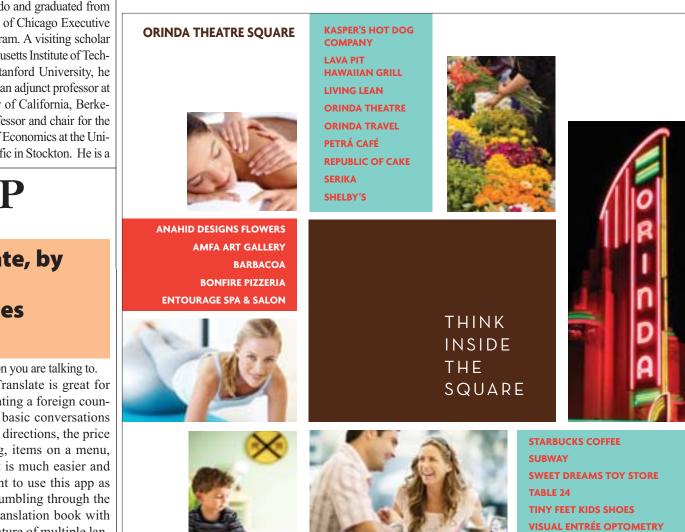
Ltries and your only language is when you want to communicate with someone that speaks a language that you don't. Let's say you want to ask restaurant. Simply type (or speak) the phrase you want translated into your smartphone. Then hit the translate button and select the language. The translated phrase appears on your screen for you to speak. More impressively, you can press a speaker button to hear it spoken on your phone. This enables you to repeat the phrase with fairly accurate pronunciation. Better yet, you could just play

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> Eric Pawlakos is a senior at Miramonte High School and on-air reporter for the teen radio program, Express Yourself!<sup>TM</sup>





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