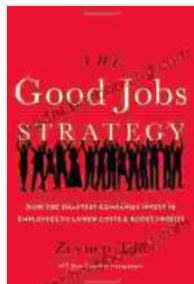


The Good Jobs Strategy: How to Create Jobs That Pay Well and Improve Lives



The Good Jobs Strategy: How the Smartest Companies Invest in Employees to Lower Costs and Boost Profits

by Zeynep Ton

★★★★☆ 4.6 out of 5

Language : English
File size : 3455 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 240 pages



The American economy is not working for most people. Jobs are disappearing, wages are stagnant, and inequality is on the rise. But it doesn't have to be this way.

In *The Good Jobs Strategy*, author Zeynep Ton challenges the conventional wisdom about what creates good jobs. She argues that the key is not to focus on creating more jobs, but on creating *better* jobs—jobs that pay well, provide benefits, and offer opportunities for advancement.

Ton draws on her extensive research on good jobs to identify the specific factors that make a job good. She shows that good jobs are not just about

high wages, but also about providing workers with autonomy, control over their work, and opportunities for learning and growth.

Ton also provides a roadmap for how to create more good jobs. She argues that we need to focus on policies that support small businesses, invest in infrastructure, and provide workers with training and education.

The Good Jobs Strategy is a timely and important book that offers a bold new approach to creating jobs that pay well and improve lives. It is a must-read for anyone who wants to help build a better economy for all.

Praise for *The Good Jobs Strategy*

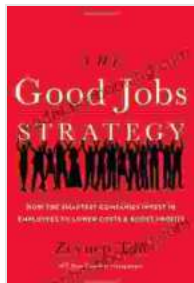
“A groundbreaking new book that offers a bold new approach to creating jobs that pay well and improve lives. This essential guidebook is a must-read for anyone who wants to help build a better economy for all.” — Robert Reich, former U.S. Secretary of Labor

“Zeynep Ton has written a brilliant book that challenges the conventional wisdom about what creates good jobs. Her research shows that the key is not to focus on creating more jobs, but on creating better jobs—jobs that pay well, provide benefits, and offer opportunities for advancement.” — Michael Porter, Harvard Business School professor

“A must-read for anyone who wants to understand the future of work. Zeynep Ton provides a clear and concise roadmap for creating more good jobs in the 21st century.” — Anne-Marie Slaughter, former Director of Policy Planning for the U.S. State Department

About the Author

Zeynep Ton is a professor of operations management at the MIT Sloan School of Management. She is the author of the bestselling book *The Lean Startup*.



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