

New York Times Bestselling Author

CRAIG HALL

with Linden Gross

BOOM

BRIDGING THE OPPORTUNITY GAP TO REIGNITE STARTUPS

Foreword by Mark Zandi, PhD
Chief Economist at Moody's Analytics

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Boom

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READ BY:

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Boom

by Craig Hall

Read by Greg Lockett

Discover why there's a downward spiral for new business start-ups—and how to solve the problem.

For decades, the United States has been experiencing a shocking decline in the number of new business start-ups—and it has gotten worse since the Great Recession. While new business formation in Silicon Valley, New York, and Boston is booming, entrepreneurship in most of the country—particularly rural regions—is declining. Things are even worse for women and people of color. This is of paramount importance to the United States because start-ups account for all new net-job growth, champion innovation, and strengthen our middle class.

From the perspective of an entrepreneur with more than fifty years of experience in diverse industries—from software to real estate to winemaking—author Craig Hall provides his expert evaluation on the challenges facing entrepreneurs today. After careful analysis defining the current environment for startups, Hall optimistically concludes with specific strategies for go-getters to successfully bridge the opportunity gap. We can, and must, reverse these trends in order to level the playing field for entrepreneurs to safeguard the future of the American Dream.

AUTHOR

Craig Hall is an entrepreneur, a civic leader, a New York Times bestselling author, and a philanthropist. The founder of the HALL Group in 1968, he actively supports entrepreneurs and start-ups with his wife, Ambassador Kathryn Hall. He has received a number of awards and honors, including being named a lifetime member of the Horatio Alger Association for Distinguished Americans in 2007. He currently resides in Dallas, Texas.

READ BY

Greg Lockett is an experienced narrator and actor who trained at the London Academy of Music and Dramatic Art. He has an extensive collection of audiobook credits including *A Different Drummer* and *The Mercy Seat*. He also participates in radio work in addition to his extensive theater and film career. For more information, visit him on Twitter at @GregLockett.