

## From the Planners' Bookshelf...

# Adrift: America in 100 Charts.

by [Scott Galloway](#) | Portfolio | Sep 27, 2022.

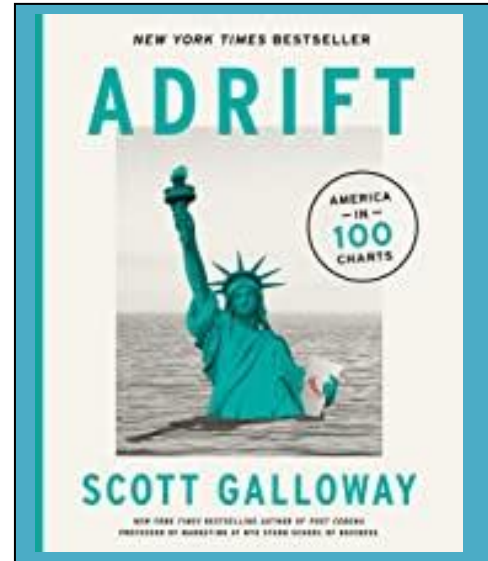
**LINK:** <https://www.amazon.com/Adrift-America-Charts-Scott-Galloway/dp/0593542401>

**From CT.org...** Professor Galloway describes economic and social conditions in the U.S. using a wide array of statistics; useful in discerning what's happening in cities.

**From Amazon.** “We are only just beginning to reckon with our post-pandemic future. As political extremism intensifies, the great resignation affects businesses everywhere, and supply chain issues crush bottom lines, we're faced with daunting questions – is our democracy under threat? How will Big Tech change our lives? What does job security look like for me? America is on the brink of massive change – change that will disrupt the workings of our economy and drastically impact the financial backbone of our nation: the middle class.

“In *Adrift*, Galloway looks to the past – from 1945 to present day – to explain just how America arrived at this precipice. Telling the story of our nation through 100 charts, Galloway demonstrates how crises such as Jim Crow, World War II, and the Stock Market Crash of 2008, as well as the escalating power of technology, an entrenched white patriarchy, and the socio-economic effects of the pandemic, created today's perfect storm. *Adrift* attempts to make sense of it all, and offers Galloway's unique take on where we're headed and who we'll become, touching on topics as wide-ranging as online dating to minimum wage to the American dream.

“Just as in 1945 and 1980, America is once again a nation at a crossroads. This time, what will it take for our nation to keep up with the fast and violent changes to our new world?”



**Scott Galloway** is a professor at New York University's Stern School of Business, where he teaches brand strategy and digital marketing to second-year MBA students. A serial entrepreneur, he has founded nine firms, including L2, Red Envelope, Prophet, and Section4. In 2012, he was named one of the “World's 50 Best Business School Professors” by Poets & Quants. His Prof G and Pivot podcasts, No Mercy / No Malice weekly blog, and Prof G YouTube channel reach millions worldwide.

**Source:**

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