Results from a Landmark Study Reveals Why Manufacturing Still Matters

Behind *Manufacturing Works* is a simple, yet critical premise: America’s manufacturing base drives its prosperity.

Much of *Manufacturing Works* is based on an exhaustive database of manufacturing trends in each of the nation’s 3,000-plus counties, which authors Fred Zimmerman and Dave Beal put together and are now sharing. The authors traveled the country from Indiana to Philadelphia to North Carolina and interviewed workers and managers on their shop floors, community leaders, and others. Using in-depth analysis, graphics, charts, and maps, they examine which counties are flourishing, which are floundering, and the myriad reasons why.

*Manufacturing Works* takes an objective look at the manufacturing landscape, revealing the dark spots alongside the bright ones. What emerges is a thorough explanation of why a strong manufacturing sector remains essential to the long-term survival of our nation’s economy.

About the Authors

Fred Zimmerman is a manufacturing systems engineering and international management professor at the University of St. Thomas. He has more than 25 years of industry experience and has served on the boards of 14 corporations. Zimmerman has written numerous articles and the book *The Turnaround Experience: Real World Lessons in Revitalizing Corporations*.

Dave Beal is a business columnist for the St. Paul Pioneer Press. He has won the Hancock, INGAA, Overseas Press Club, and Northwestern University–Strong business journalism competitions, the U.S. Small Business Administration award for Midwest journalist of the year, and his newspaper’s special achievement award. Beal is a former president of the Society of American Business Editors and Writers (SABEW).

Book Fred Zimmerman and David Beal as speakers for your next company event!