**FIRST IN ITS KIND, A HANDBOOK FOR INNOVATION BASED ECONOMIC DEVELOPMENT**

**Washington D.C. April 2023**

*Government and Innovation - the Economic Developer’s Guide to our Future* is the first book that offers tools and guidance for economic developers on how to spark innovation in their communities, and how to strategize this innovation into economic growth. Brazil’s innovation strategies are well represented in the book.

This book is intended for economic developers, investment promotion professionals, civil servants, and politicians in cities, states and countries. It lays out a set of tools, and a suggested strategy, for how cities, states and countries can increase the level of innovation in their industries, even create new industries, and thus create economic growth.

In addition, *Government and Innovation - the Economic Developer’s Guide to our Future,* lists five countries where the administration has used innovation based economic development to create growth. These are: Canada and quantum technologies, Brazil and agriculture, Finland and Artificial Intelligence, Italy and the space industry, and South Korea and digital TV and phone screens.

Brazil’s strategic focus and investment efforts into agriculture and energy are an example to countries with similar climate and or economic baseline. Education, science, and a dedicated long term focus on microbiology, chemistry, and material sciences carry the country forward. Brazil has been able to re-invent itself from a tropical nature-state to one of the most important bread baskets of the world. This journey serves as an example and inspiration to others.

“I wrote this book for myself”, says author Petra Söderling. “When I transitioned from the private technology industry to a public role in economic development, I was looking for books that would be both inspirational and informational at the same time. I didn’t find any. This book is written as an easy read with stories and anekdotes, but it also has a very clear “how to” section in the end to guide economic developers how to strategize innovation based growth in their economies.”

The foreword is written by Rob Hays, current CEO of Atom Computing, a quantum computing company. Rob Hays is the former Vice President and General Manager at Intel, and former Vice President and Chief Strategy Officer and Lenovo.

Here’s what readers are saying:

*Impressively researched and written in a conversational style … Soderling demonstrates that the government and private sectors can partner together to create new strategies for the 21st century. - Bert G. Kaminski - Director, Legal, Google LLC*

*Recommended reading for any government official looking for a framework on how to think about innovation and industry collaboration. - Laura Thomas, former CIA Case Officer and Chief of Base*

*The tools and the examples … are a roadmap for navigating these often political and bureaucratic environments with a primary goal of getting things done. Petra’s call to action to do more is welcomed and will be a catalyst for more collaboration in the future. - Michael Pilliod, former Director at Apple, Tesla*

*Government and Innovation - the Economic Developer’s Guide to our Future* is available in Amazon as Kindle ebook and paperback.

For media apparences please contact petra@petrasoderling.com

For media materials please go to <https://petrasoderling.com/for-press>

Link to Amazon.com [Government and Innovation - the Economic Developer’s Guide to Our Future.](https://www.amazon.com/Government-Innovation-Economic-Developers-Future/dp/B0C128QPZC/ref%3Dtmm_pap_swatch_0?_encoding=UTF8&qid=&sr=)

**About the author**

**PETRA SÖDERLING built her technology career in the private sector, including leading positions at Nokia’s research and development units, and as the Founder and CEO of two tech startups. She acquired her sea legs in the public domain as a US based deep tech advisor to the Finnish government, and continues driving similar projects for the World Bank. She is a winner of multiple innovation awards, and serves as the Head of Government Relations at the Quantum Strategy Institute. Petra Söderling is Finnish-American and currently lives and works in Washington D.C., USA.**