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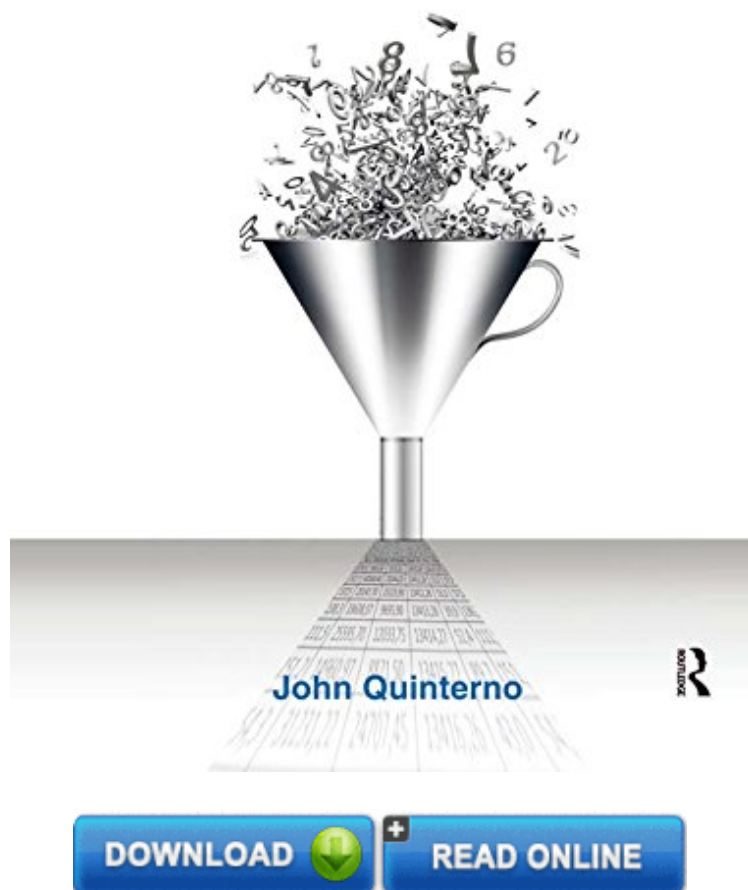
# Running the Numbers: A Practical Guide to Regional Economic and Social Analysis: 2014: A Practical Guide to Regional Economic and Social Analysis

*John Quintero*

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## Running the Numbers

A Practical Guide to Regional Economic and Social Analysis



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Through use of practical examples and a plainspoken narrative style that minimises the use of maths, this book demystifies data concepts, sources, and methods for public service professionals interested in understanding economic and social issues at the regional level. By blending elements of a general interest book, a textbook, and a reference book, it equips civic leaders, public administrators, urban planners, nonprofit executives, philanthropists, journalists, and graduate students in various public affairs disciplines to wield social and economic data for the benefit of their communities. While numerous books about quantitative research exist, few focus specifically on the public sector. Running the Numbers, in contrast, explores a wide array of topics of regional importance, including economic output, demographics, business structure, labour markets, and income, among many others. To that end, the book stresses practical applications, minimises the use of maths, and employs extended, chapter-length examples that demonstrate how analytical tools can illuminate the social and economic workings of actual American regions.

"Running the Numbers is a book that is long overdue. Whether you're a journalist, a planner or policy analyst, or a student looking to enter one of these fields, this book offers lucid, easy-to-read overviews of important data concepts and sources--a true resource!" --Greg Schrock, Toulon School of Urban Studies and Planning, Portland State University"Running the Numbers fills an important void in the public administration literature. By clearly and concisely explaining how to analyze economic and social data at the regional level, the book enriches the professional capacities of practitioners at all levels in municipal, county, and regional governments. It also is highly recommended as a supplemental text to scholars teaching graduate courses on research methods and quantitative analysis." --William C. Rivenbark, Professor and MPA Director, University of North CarolinaRunning the Numbers comes at the ideal time to address two critical and interrelated questions facing every community: How do we understand our changing economy, and how do we use a DIY approach to make a difference. Good public policy is almost always about making good choices--John Quintero's book allows every community to make better, informed choices." --Ted Abernathy, Executive Director, Southern Growth Policies BoardFrom the Back Cover"What a gift. By delivering on its promise to demystify economic and social analysis, Running the Numbers provides powerful insights on regional data for practitioners and students of economic development." - Anita Brown-Graham, Director, Institute for Emerging Issues, North Carolina State University