

ARTICLE ALERT



INFORMATION RESOURCE CENTER, U.S. EMBASSY, JAKARTA

Volume 4, April 2010

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ENTREPRENEURSHIP



U.S. Summit on Entrepreneurship

President Obama has invited entrepreneurs from more than 50 countries with sizable Muslim populations come to Washington in April to celebrate the risky, exhilarating life of entrepreneurship and share ideas about sparking new businesses in their communities.

The April 26–27 conference — A New Beginning: The Presidential Summit on Entrepreneurship — builds on President Obama's speech to the Muslim world in Cairo June 4, 2009. President Obama promised to host a summit on entrepreneurship "to identify how we can deepen ties between business leaders, foundations and social entrepreneurs in the United States and Muslim communities around the world." Summit website at <http://www.entrepreneurship.gov/summit/>

E-PUBLICATIONS

Principles of Entrepreneurship



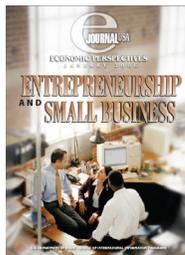
principles of Entrepreneurship

Economists and business people differ in their definitions of entrepreneurship. Most, however, agree that entrepreneurship is vital for stimulating economic growth and employment opportunities in all societies. This is particularly true in the developing world, where successful small businesses

are the primary engines of job creation and poverty reduction. This series of 21 one-page primers discusses the essentials for building and running a business from the planning stages to marketing a product.

Available online at <http://www.america.gov/publications/books/principles-of-entrepreneurship.html>

Entrepreneurship and Small Business



Small businesses built the United States in the country's first century. Today the flexibility of small businesses provides lessons for big business. Successful small businesses are critical to maintaining a robust U.S. economy.

Available online at <http://www.america.gov/publications/ejournalusa/0106.html>

www.america.gov/publications/ejournalusa/0106.html

Link to other Resources:

GOVERNMENT

Business.gov
<http://www.business.gov/>

Entrepreneurship.gov
<http://www.entrepreneurship.gov/>

New Enterprise: Blog
<http://blogs.america.gov/ip/>

Entrepreneurship Interactive Game
http://www.america.gov/promote_entrepreneurship.html

Small Business Administration
<http://www.sba.gov/>

Video Small Business Administration
<http://www.youtube.com/USGovernment#g/c/439B7602A49AC756>

NON PROFIT

Endeavor
<http://www.endeavor.org/>

EO-Entrepreneurs Organization
<http://www.eonetwork.org/>

NFTE-The National Foundation for Teaching Entrepreneurship
<http://www.nfte.com/splash.asp>

About the IRC

The U.S. Embassy's Information Resource Center (IRC) in Jakarta is a specialized Reference and Research Library. Its goal is to provide accurate, up-to-date information to the public about topics such as U.S. foreign policy, legislation, social issues, economics and trade. High speed Internet computers, printer and photo copier are provided at the IRC for library users.

Books, articles, and websites described in the Article Alert present a diversity of views in order to keep our IRC users abreast of current issues in the United States. These items represent the views and opinions of the authors and do not necessarily reflect official U.S. Government policy.

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ARTICLE ALERT

DEMOCRACY AND GLOBAL ISSUES

1. Fraser, Caroline **A PIONEERING BIOLOGIST DISCUSSES THE KEYS TO FOREST CONSERVATION** (Yale Environment 360, March 23, 2010)

Janzen believes that the best hope for saving the remaining tropical forests is to preserve them in large blocks to enable optimal biodiversity; because of fragmentation, smaller areas become isolated and are more susceptible to perturbation. To preserve large blocks of intact rainforest, alliances of conservation groups and national governments are required to raise the large amounts of money needed to keep them off-limits to development and agriculture. He says that most of humanity is "blind" to the amount of biodiversity in nature, but he has hopes that a DNA "barcoding" device can bring the extent of species diversity to the general public via the online world; otherwise, he fears, we "will never willingly give the planet back to the wild world." Available online at <http://www.e360.yale.edu/content/feature.msp?id=2253>

2. Wulschleger, Stan; Strahl, Maya **CLIMATE CHANGE: A CONTROLLED EXPERIMENT** (Scientific American, vol. 302, no. 3, March 2010)

Scientists have carefully manipulated grasslands and forests to see how precipitation, carbon dioxide and temperature changes affect the biosphere, allowing them to forecast the future. Researchers are altering temperature, carbon dioxide and precipitation levels across plots of forests, grasses and crops to see how plant life responds. Warmer temperatures and higher CO2 concentrations generally result in more leaf growth or crop yield, but these factors can also raise insect infestation and weaken plants' ability to ward off pests and disease. Future field experiments that can manipulate all three conditions at once will lead to better models of how long-term climate changes will affect ecosystems worldwide.

Photo Gallery: Understanding Climate Modeling

Link http://www.america.gov/multimedia/photogallery.html#/4110/climate_modeling/

ECONOMIC SECURITY

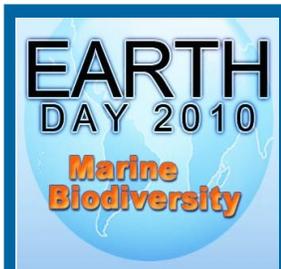
3. Pisano, Gary; Shih, Willy **RESTORING AMERICAN COMPETITIVENESS** (Harvard Business Review, vol. 87, no. 7/8, July-August 2009, pp. 114-125)

The authors, both with the Harvard Business School, believe that decades of outsourcing has left U.S. industry without the means to invent the next generation of high-tech products that are key to rebuilding its economy. Many high-tech products can no longer be manufactured in the United States because critical knowledge, skills, and suppliers of advanced materials, tools, production equipment, and components have been lost through outsourcing and faltering investment in research. Many other products are on the verge of the same fate -- nearly every U.S. brand of laptop and cell phone is not only produced but designed in Asia. To address this crisis, government and business must together to rebuild the country's industrial commons, the collective research and development, engineer-

ing, and manufacturing capabilities that sustain innovation.

4. Whitford, David **CAN YOU LEARN TO BE AN ENTREPRENEUR?** (Fortune Magazine online, March 11, 2010)

Can you learn to be an entrepreneur? Yes, says Gregg Fairbrothers, a former academic who is now the founding director of Dartmouth Entrepreneurial Network. Entrepreneurs, he said, possess an identifiable set of traits (such as willingness to take risks), but entrepreneurs are defined more by how they do things than what they do. Entrepreneurship, he says is more about learning through experience. One thing this article makes clear is that courses in entrepreneurship have become very popular across the United States -- two-thirds of U.S. colleges and universities now are teaching entrepreneurship courses. This article is available online at: http://money.cnn.com/2010/03/10/smallbusiness/entrepreneur_b_school.fortune/index.htm



Earth Day reminds us that all creatures depend upon water for life. Learn more and view free posters at http://www.america.gov/earthday_2010.html



March 2010

Global Water Issues explores from an international perspective the many interrelated aspects of how humanity manages water quality and supply, how water relates to environmental concerns, and how this most fundamental substance affects even mankind's social and political arrangements.

Available online at <http://www.america.gov/publications/books-content/global-water-issues.html>

INTERNATIONAL SECURITY

5. Martinez, Andres **THE NEXT AMERICAN CENTURY** (Time, March 22, 2010, pp. 40-42)

The U.S. may have been weakened by economic troubles at home and draining military commitments overseas, but the author believes it will remain a world power for the foreseeable future. With only 5% of the world's population, the U.S. produces a quarter of the world's economic output. China continues to march toward Western notions of private property, and Beijing bets on America's future by stocking up on billions of dollars' worth of Treasury bills. The rise of a consumerist middle-class society in nations like China, Brazil and India creates a more stable world, not to mention new markets for American products and culture. The U.S. continues to have a huge cultural impact globally and remains an inclusive superpower. According to last year's Pew Global Attitudes Survey, half the 24 nations questioned held a more favorable view of the U.S. than they did of China or Russia. This article is available online at: http://www.time.com/time/specials/packages/article/0,28804,1971133_1971110_1971104,00.html

U.S. SOCIETY & VALUES

7. Good, Chris **AMERICAN DREAM IN DECLINE?** (Atlantic Monthly online, March 15, 2010)

Most Americans think attaining the "American Dream" -- opportunity, home ownership, financial success -- is getting harder, according to a poll conducted in February by Xavier University. A more disturbing finding of the poll is that 58 percent of the more than 1200 respondents felt that America itself is in decline. African Americans and Hispanics are the most hopeful in attaining the "American Dream," the study found. This article is available online at: <http://www.theatlantic.com/politics/archive/2010/03/american-dream-in-decline/37472/>

6. Mead, Walter Russell **THE CARTER SYNDROME** (Foreign Policy, January/February 2010, pp. 58-64)

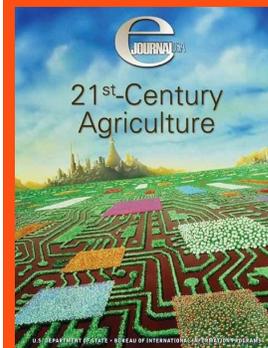
Throughout U.S. history, American presidents have adhered to four different philosophies in foreign policy, according to this analysis by a senior fellow at the Council on Foreign Relations. President Obama "has a split personality when it comes to foreign policy," Meade writes, basing his beliefs on those of former presidents Thomas Jefferson and Woodrow Wilson. Meade reports that Jimmy Carter also wanted to believe that these two philosophies were compatible, but his presidency ended with "incoherence and reversals" in his foreign policy record. In his inaugural address, Obama said "the choice between our safety and our ideals" is a false choice. But one year in, Meade said Obama has made decisions that are rooted in such a tradeoff. Meade gives Obama credit for his aspirations to devise a new grand strategic course for U.S. foreign policy in the decades to come, but foresees a "difficult and uncertain journey" ahead for the 44th president. Currently available online at <http://www.foreignpolicy.com/articles/2009/12/18/>

8. Storey, Tom **THE RIPPLE EFFECT: WIDENING THE LIBRARY'S CIRCLE OF INFLUENCE** (Next Space, no. 14, January 2010, pp. 4-10)

Libraries, out of necessity, have had to extend their reach beyond traditional boundaries in order to better reach users in new and compelling ways. Connecting with users is essential to the mission of libraries but building civic, commercial and governmental support is key to their survival. The ripple effect, as it were, needs to come full circle, touching everyone who is involved in the success of libraries and helping to show the links between support and service. To achieve this, there are four essential components of such advocacy: Passion, Planning, Partnerships, and Promotion. Currently available online at <http://www.oclc.org/nextspace/014/1.htm>

E-PUBLICATIONS

21st-Century Agriculture
March 2010



Cover: Vast gardens surround a futuristic city in a 21st-century landscape imagined by artist Kauko Helavuo. © Getty Images

Humanity's longest struggle has been to feed itself. This eJournal USA explores how 21st century technical prowess and agricultural skill hold the key to feeding the growing populations of the future. Full text available at <http://www.america.gov/publications/ejournalusa/0310.html>



LIVING BOOK
Help us write this book. We'll post the first chapters here at regular intervals and we ask readers to suggest future chapters we will include in the Living Book. Details please visit http://www.america.gov/you_asked.html

Information Resource Center
 Public Affairs Section
 U.S. Embassy Jakarta
 Jl. Medan Merdeka Selatan 4-5
 Jakarta Pusat 10110

Mailing Label

Phone: 021-350-8467
 Fax: 021-350-8466
 E-mail: ircjakarta@state.gov

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New Publications

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JAZZ APPRECIATION MONTH



An American signature export entertains global audiences

VOA'S ORIGINAL VOICE OF JAZZ

"This is Willis Conover"
 For more than 40 years, Willis Conover introduced the world to American music and values.

FACES OF JAZZ

Jazz performers
 Artists of unsurpassed creativity, sophistication, and talent.

TODAY'S VOICE OF JAZZ

Interview with VOA Jazz America host Russ Davis
 "Jazz is the ultimate thing we have to offer," says Voice of America host Russ Davis. "What is the best thing we..."

Each April, Jazz Appreciation Month (JAM) shines the spotlight on the extraordinary history of jazz and its importance in American culture. Through concerts, lectures, films, and other programs, JAM encourages people of all ages to attend concerts, listen to jazz on radio and recordings, read books about jazz, study the music, and support institutional jazz programs.

Read more at http://www.america.gov/jazz_america.html