



WEALTH CREATION

A New Framework for Rural Economic and Community Development

SHANNA E. RATNER

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Wealth Creation

A New Framework for Rural Economic and Community Development

Shanna E. Ratner, Yellow Wood Associates, Fairfield, VT, USA

The emerging new approach to rural development is about broadening the definition of "wealth," engaging underutilized assets, and a key third element: harnessing the power of the market—rather than relying solely on philanthropy and government. *Wealth Creation* provides a conceptual guide with practical examples for policymakers, practitioners of economic and community development, community organizers, environmentalists, funders, investors, and corporations seeking a values-based framework for identifying self-interests across sectors that can lead to opportunities to transform existing systems for the collective good.

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"The Wealth Creation Framework has been like a shot of adrenalin for our region! It has helped us focus on the various forms of wealth while empowering non-traditional stakeholders throughout the process. Our success implementing the Wealth Creation Framework has led us to integrate its framework into other systems change initiatives across our county."—*Ryan Coffey Hoag, Land Use Educator, Michigan State University Extension, USA*

"With decades of practical experience working across the country, experimenting with different approaches to local economic development, Ratner has developed an approach as well as a world-view that succeeds in the transforming of communities and people. This book brings her work together in a readable and no-nonsense way that will allow others to use her work and vast knowledge as a springboard for understanding communities, what animates them, and how real community wealth and equity can be created."—*Mark Lapping, Professor Emeritus of Policy, Planning, and Management, University of Southern Maine, USA*