

Dual careers provide more economic freedom and more lifestyle options, but less time to enjoy them, says Karen Merson, senior associate for programs at Catalyst, a New York City-based research and advisory organization that deals with issues of women's mobility in the workforce.

"Saturday is no longer a vacation day, but a workday to catch up on all the errands you couldn't run during the week," she says.

There are constant tradeoffs—and it's usually the marriage that gets shortchanged. "If you have kids, you think of the kids before (you think of) the marriage. Trying to go out to dinner with your spouse has to be fit in between work and child-care responsibilities. It's almost to the point where you say, 'I'll be able to have dinner with you on March 15.'"

As a result, management skills are needed at home as well. Compromise is essential if couples are to balance career and home-life demands, says Smith. "Couples need to set priorities, be flexible and keep communicating."

6. Geographic boundaries

As employment centers change radically, so does the notion of where jobs are. Virtually all job growth is occurring near, but not centered in major metropolitan areas, says Chris Leinberger, president of Robert Charles Lesser & Associates, a Beverly Hills-based

real estate consulting firm.

These areas have been dubbed "edge cities" by Joel Garreau, a Washington Post senior writer and author of "The Nine Nations of North America." "There are the old downtowns, normally thought of as cities, then edge cities, on the freeway," he says. After World War II, housing sprung up en masse, creating suburbia from cow-pastures, but jobs and shops remained downtown. Then the developers moved the shopping out—the "malling of America"—but most jobs remained downtown and commuting became a way of life.

"Now we're moving our jobs out to where we live," he says. "I'm not just talking about pediatricians and real estate agents. Sears is moving (half of its staff from its headquarters tower) from the Loop in Chicago to Schaumburg," a fast-growing suburb west of O'Hare Airport.

Chicago isn't alone. "There's now more office space in northern New Jersey than midtown Manhattan, and more in northern Virginia than in Washington," he says. "Every American city is growing in this fashion," he says.

Mr. Leinberger sees all the new job growth in what he calls "export jobs," which represent one of three types of jobs in any metro area. The first kind are those serving the local economy and make up roughly 50% of all

jobs. Examples are schoolteachers, grocery clerks and auto mechanics. The second, regional-serving jobs, make up about 25% of all jobs, such as those in newspapers, utilities, real estate and construction.

Export-serving jobs make up the rest. These jobs bring new money into the area and export product and services out of the area—such as the big regional shopping malls, regional headquarters of Fortune 500 companies and high-tech start-ups. "The export-serving sector drives everything in the metropolitan area—the local and regional economies," he says.

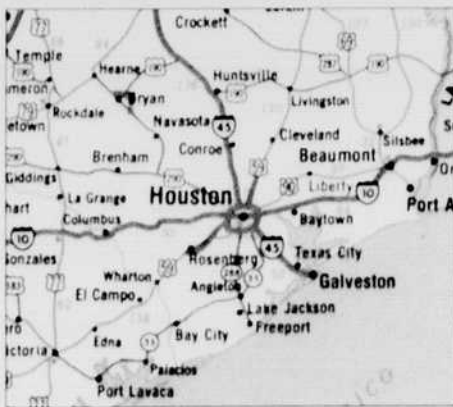
These centers can form anywhere because they don't have to be close to customers. Primarily, the center is close to the top executive's home. "Most of these urban cores have located near white, upper-middle-class housing—where the decision maker lives," he says.

Congested roads and soaring real estate prices are beginning to limit such growth, however. With predicted labor shortages in the '90s, more companies will have to locate parts of the business closer to where the workers are—which means renewed growth for urban centers, Mr. Leinberger predicts.

Mr. Pappas, formerly editor of Managing Your Career, is a vice president in New York with United Press International.



"On a percentage gain basis, Seattle is the fastest-growing city right now, partly because of aircraft maker Boeing, but also because the quality of life is drawing business owners wanting to escape Los Angeles and San Francisco," he says. Close behind is Portland, Ore., for the same reason.



A surprise is Houston, which is rebounding from the oil bust. In absolute terms, it was fifth last year in creating new jobs. It could be second this year, with the northwest and western sections, especially Greenspoint, being the hottest growth areas.



Detroit is growing off to the northwest and west, toward Pontiac. Factory automation companies are spinning off from the work being done by the big three automakers. "They'll be the companies automating the factories of the Midwest," he says.