

# the tROCC Rap

By Wyatt Jackson

## *Chorus*

The Rise of the Creative Class  
Thirty-Eight Million and growing fast  
Building community and having a blast  
When it comes to getting money, rollin' in cash  
Repeat

## *Verse 1*

Richard Florida is radiant like Miami  
He's not Frank Sinatra, and this is not Sammy  
He's professor of Economics at Carnegie Mellon  
Pittsburg beware, your dealing with a felon  
Of information across the Nation  
Listen to me close because he's coming with no frustration  
Take it from me, Mo'gee  
I've read his bestselling book, TROCC!

## *Chorus*

The Rise of the Creative Class  
Thirty-Eight Million and growing fast  
Building community and having a blast  
And when it comes to getting money, rollin' in cash  
Repeat

## *Verse 2*

The book is full of pages of clear common sense  
But common sense ain't common so let me commence  
It's not a crystal ball, but it acts like one  
When you read between the lines it's bright like the sun  
Who is this man named Richard Florida?  
I feel like I should have known, excuse me, oops, da  
Here's the bottom line as clear as can be  
He gives us all a picture of the new economy

## *Chorus*

*Break (Richard speaking)*

## *Chorus out*

Here it at: [www.evoca.com/myrecordings/my\\_recording.jsp?rid=36864](http://www.evoca.com/myrecordings/my_recording.jsp?rid=36864)