Editorial Reviews

Review
Always provocative, always insightful, Florida answers many of the questions raised by The Rise of the Creative Class, and provides new insights into the roles creativity, tolerance and amenity play in transforming places. Every city and region now has to reinvent itself to compete successfully in the global economy, and Florida provides an essential guide to this process. Cities and the Creative Class describes how successful regions can and must make the shift from low-cost to high-quality strategies...

–Bob Yaro, President of the Regional Plan Association

Florida and others are changing the American urban agenda. This is a guidebook to the new knowledge-based economy...He mines the best available research to lay out powerful new policy options. No wonder he is in such demand.

–Terry Nichols Clark, Professor of Sociology and Coordinator of the Fiscal Austerity and Urban Innovation Project, University of Chicago

Book Description
In his compelling follow-up to The Rise of the Creative Class, Richard Florida outlines how certain cities succeed in attracting members of the "creative class"--the millions of people who work in information-age economic sectors and in industries driven by innovation and talent. Cities that succeed, Florida argues, are those that are able to attract and retain creative class members. They don't do this through the traditional strategies of tax incentives, suburban housing developments, and loose regulation, though; creative class members don't care about those details. Rather, they care about amenities and tolerance, and are drawn to cities with thriving bohematics and large gay populations. It is no coincidence, Florida asserts, that places like Austin and San Francisco with their highly publicized open-mindedness and bohemia are at the forefront of the new economy, while cities like Detroit, in contrast, can't succeed unless they actively become a magnet for the creative class.

To prove his point, Florida presents a mass of information on the cities he cites, both thriving and failing cities, including gay and bohemian indices. Focusing on the economic geography of place, Florida explains lays out what cities need to do to have a chance at success.

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Product Details
Paperback: 208 pages
Publisher: Routledge; 1 edition (November 15, 2004)
Language: English
ISBN-10: 0415948878
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Average Customer Review: ★★★★★ (1 customer review)
Amazon.com Sales Rank: #51,859 in Books (See Bestsellers in Books)

Popular in these categories: (That's this)
#5 in Business & Investing > Economics > Urban & Regional
#100 in Nonfiction > Social Sciences > Sociology > Urban

( Publishers and authors: Improve Your Sales)

In-Print Editions: Kindle Edition (Kindle Book) | Hardcover (1) | All Editions

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Inside This Book
First Sentence:
Cities are cauldrons of creativity. Read the first page

Key Phrases - Statistically Improbable Phrases (SIPs): (learn more)
young creative workers, creative capital theory, higher regional incomes, gay index, entrepreneurial hot spots, amenity measures, creative economy, active outdoor recreation, software workers, median house value, creative class, benchmark regions, lifestyle amenities, bohemian populations, weak positive effect, creative sector, gay households, cultural amenities, social capital communities, location quotient, recreational amenities, regional economic growth, technology regions, diversity index
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39 of 89 people found the following review helpful:

★★★★★ This book is lousy, March 2, 2005

By ABronxTail (NY, NY) - See all my reviews

My hunch is this is a cheap sequel. Not a lot of discussion, just a lot of (regression) results reporting. Extremely repetitive. Moreover, given that this often veres into being fairly social science (as opposed to pop), the causal linkages seem pretty poorly established. If you want to read this for professional reasons (social science or urban planning), most of this could be ignored; if you want to read this for personal (i.e., recreational) reasons, it’s really boring.

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