Richard Florida, right, takes a back seat to his wife Rana for a change with the release of her new book Upgrade.
Blue-chip tips

Rana Florida holds court on how to take charge of your life with Extraordinary book

Edit your friends.

That was the crux of the message from Rana Florida at her te te te attracting book party in Reseda the other night. A fave of the T.O. social set, and the leggiest of the bunch, we'd commandeered a precious corner beside a table of way-pretty cupcakes, all concocted to reflect the cover of her classy new guide to living and working, Upgrade: Taking Your Work and Life from Ordinary to Extraordinary. Around us? A fit-for-fall room lit up with all miscellaneous of movers, shakers, Brahmans.

"Time is money," Florida mouthed, handing me a touch-phrase that's in her book. Translation: Time really is your most valuable resource, which applies, naturally, to the people who populate your life. It was a subject I'd seen her broach a few weeks back when she appeared on the fourth hour of the Today Show, with those wine-guzzling nubians Kathie Lee Gifford and Hoda Kotb.

Toxic friends? Drop 'em! Pals who drain? Boot 'em! Ms. Tough-Love's message, in fact, Florida has a "rate your friends" list-making exercise that she'd encourage everyone to do. Do a ranking, name names, check it twice and then decide if that certain person is a negative (cake, take, take), a zero (just filler) or a positive (people who you learn from, inspire you, etc.) - then, proceed, accordingly.

Solid advice for party-curation, too, I gather.

Out to fleece the author at the home of Mark and Suzanne Cohen was the whole set of a certain kind — people finally ready to emerge after the busy TIFF party season; others, just getting back in the party swing of things after a summer hiatus. The always-cool Victoria Webster, just weeks after popping out a third son, made the scene, as did the new Mrs. Duncan Jackman, Rochelle De Colas, Ben and Jessica Murdoch and there. Ambling through: Brooke Thomas, the new-in-town vice-president of menswear at Holt's. MAC co-founder Frank Teskan; spotted. Doctors in the house: Sandy Skotnicki as well as Trevor Born.

Upgrading the party, too, quite naturally? Rana's other half, renowned city-ologist Richard Florida. For once, he was supporting his wife's book, and not the other way around.

That book, by the way, is a life manual of sorts, doling strategies for success and meaning from a whole swath of successful people. Drawing on tips from people that range from Andre Agassi to Zaha Hadid, it also includes interviews with everyone from Bill Clinton to Mario Batali.

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