The Talent Context: Looking for an Edge with The Creative Class

The following is excerpted from the book “Why City?” Richard Florida, the author and founder of the Regional Innovation Scorecard, explains why cities could be the key to economic growth in the 21st century.

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This is an important time in history. The world is on the cusp of a new economic revolution that is being fueled by the creative class. This revolution is not just about technology, it is about the ability to think creatively and to find new ways of doing things. The creative class is the driving force behind this revolution, and cities are the key to its success.

The creative class is made up of people who are not just creative, but also entrepreneurial. They are people who are always looking for new ways to do things, who are always looking for new ways of thinking. They are the people who are creating the new technologies, the new businesses, the new ideas.

But this is not just a matter of technology. It is about the way that people live. It is about the way that cities are designed. It is about the way that people interact with each other. It is about the way that people interact with the environment.

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