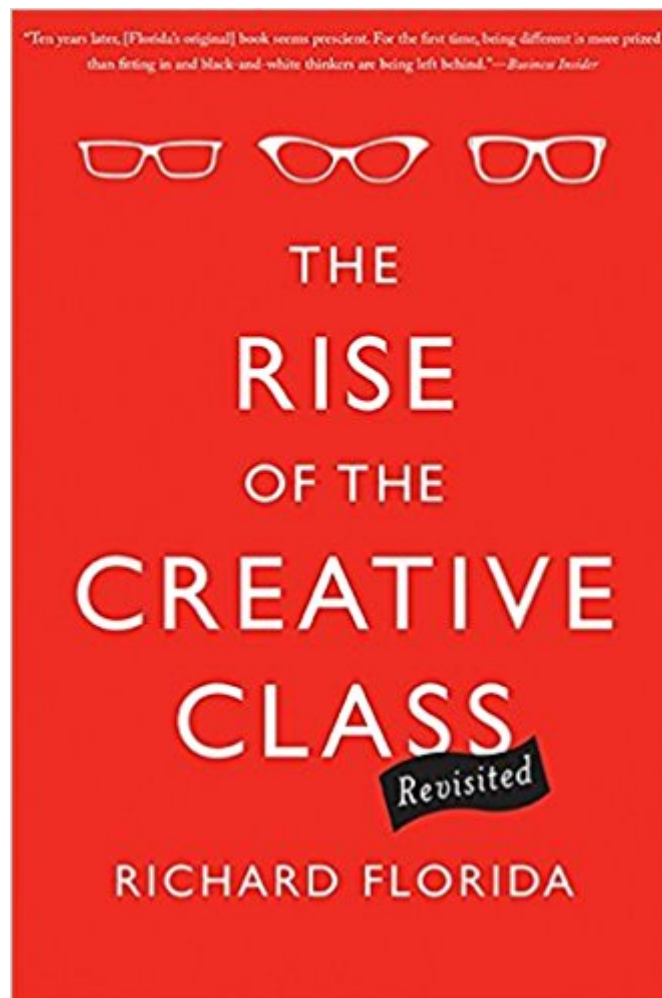




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# The Rise Of The Creative Class--Revisited: Revised And Expanded



## Synopsis

Initially published in 2002, *The Rise of the Creative Class* quickly achieved classic status for its identification of forces then only beginning to reshape our economy, geography, and workplace. Weaving story-telling with original research, Richard Florida identified a fundamental shift linking a host of seemingly unrelated changes in American society: the growing importance of creativity in people's work lives and the emergence of a class of people unified by their engagement in creative work. Millions of us were beginning to work and live much as creative types like artists and scientists always had, Florida observed, and this Creative Class was determining how the workplace was organized, what companies would prosper or go bankrupt, and even which cities would thrive. In *The Rise of the Creative Class Revisited*, Florida further refines his occupational, demographic, psychological, and economic profile of the Creative Class, incorporates a decade of research, and adds five new chapters covering the global effects of the Creative Class and exploring the factors that shape "quality of place" in our changing cities and suburbs.

## Book Information

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## Customer Reviews

Richard Florida, Director of the Martin Prosperity Institute at the University of Toronto's Rotman School of Management and Global Research Professor at New York University, is the founder of the Creative Class Group and a senior editor for *The Atlantic*. He lives in Toronto.

Easy-to-read scholar statements refined from wide screening of other studies, focus groups, surveys and real-life experience. It is must-be reference book on the shelves of every regional

politician. Definitely broadened my view.

5 star

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