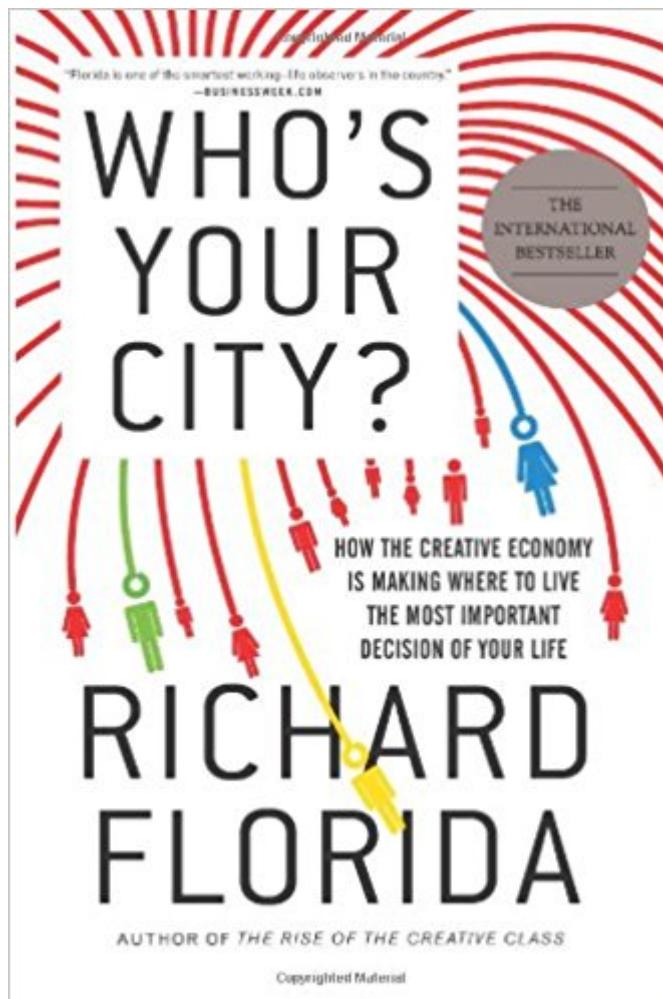


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# Who's Your City?: How The Creative Economy Is Making Where To Live The Most Important Decision Of Your Life



## **Synopsis**

In the age of globalization, some claim that where you live doesn't matter: Alaska, Idaho, and Alabama are interchangeable. The world is, after all, flat. Not so fast. Place, argues the great urbanist Richard Florida, is not only important, it's more important than ever. In fact, choosing a place to live is as important to your happiness as choosing a spouse or career. And some regions, recent surveys show, really are happier than others. In Who's Your City, Creative Class guru Richard Florida reports on this growing body of research that tells us what qualities of cities and towns actually make people happy; and he explains how to use these ideas to make your own choices. This indispensable guide to how people can choose where to live and what those choices mean to their lives and their communities is essential reading for everyone from urban planners and mayors to recent graduates.

## **Book Information**

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## **Customer Reviews**

It's frustrating to read books like this. Florida's insightful observations are undermined by the number of errors in this book. Florida melds psychology, sociology, and economics to try to determine the importance of humanity's displacement from rural areas to cities and, now, megalopolises. Some of the ground he covers is well-trod, but he comes up with a number of ideas that I find insightful. I particularly liked his categorization of urban districts into such places as, e.g., strollervilles (wealthy neighborhoods full of two-year-olds being strolled around by nannies while Daddy is at the law firm and Mommy is either working or doing something else), designer digs (e.g.,

Aspen, La Jolla), ethnic enclaves (think Fremont, Calif.), preservation-burbs, and boho-burbs (chic neighborhoods, often on old streetcar lines, with lively shopping areas; e.g., the Sellwood district and N.W. 23rd Ave. in Portland, Ore.). The Rockridge neighborhood in Oakland, Calif., is both a strollerville and a boho-burb. Florida goes beyond the usual accolades one might expect to be conferred on such places to point out their drawbacks. It's very well done. If only Florida and his publisher had taken better care to vet the manuscript before publishing it! I'd read only a few pages before I started noticing typos: paarticular, New "Dehli" (must have excellent pastrami sandwiches), SÃAfÃ£o "Paolo," Brazil (must have changed its official language to Italian). Then I started noticing factual oddities: Seoul, Korea, described in two different and seemingly mutually exclusive categories; San Francisco described as a place in which single women predominate when the accompanying map shows just the opposite.

This is a wonderful book. R. Florida counters the theories of the *The World Is Flat: A Brief History of the Twenty-first Century*. At the beginning, he outlines how just 40 Mega-Regions dominate the World economy. While those account for just 17% of the World's population, they generate two thirds of its GDP and over 85% of its innovation (measured by patents and scientific papers). Additionally, the GDP of those Mega-Regions are growing faster. So, the concentration of economic power in those centers is accelerating. He calls this the "clustering effect." Thus, the World is not flat. It is spiky and getting spikier. Risk taking, creative, and talented people represent the "creative class" a concept he introduced in *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life*. The creative class members have strong incentives to cluster where the action is (the Mega-Regions). He demonstrates how the main economic scale has shifted from Nations to Mega-Regions and MSA level. The first two Mega-Regions (greater Tokyo and the D.C., New York, Boston corridor) both generate GDPs greater than \$2 trillion. They would rank as the 3d and 4th largest World economies second only to the U.S. and Japan. With other eminent social scientists, he studies the allocation of human resources in the U.S. in many ways. He shares the resulting maps of: a) the U.S.

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