



The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life (Paperback)

Editorial Reviews

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Florida, an academic whose field is regional economic development, explains the rise of a new social class that he labels the creative class. Members include scientists, engineers, architects, educators, writers, artists, and entertainers. He defines this class as those whose economic function is to create new ideas, new technology, and new creative content. In general this group shares common characteristics, such as creativity, individuality, diversity, and merit. The author estimates that this group has 38 million members, constitutes more than 30 percent of the U.S. workforce, and profoundly influences work and lifestyle issues. The purpose of this book is to examine how and why we value creativity more highly than ever and cultivate it more intensely. He concludes that it is time for the creative class to grow up--boomers and Xers, liberals and conservatives, urbanites and suburbanites--and evolve from an amorphous group of self-directed while high-achieving individuals into a responsible, more cohesive group interested in the common good. *Mary Whaley*

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Globe and Mail (Toronto)

"An intellectual tour de force, scholarly yet colorfully written."

Product Details

- **Paperback:** 434 pages
- **Publisher:** Basic Books (December 23, 2003)
- **Language:** English
- **ISBN-10:** 0465024777
- **ISBN-13:** 978-0465024773