

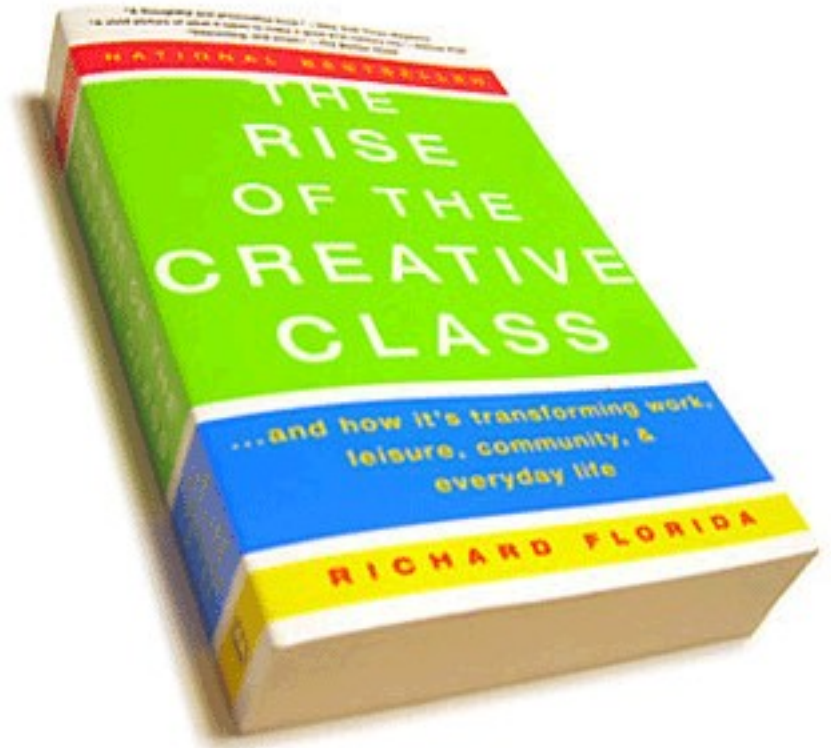
ASB Book of the Week

11
Apr
2008

The Rise of the Creative Class

by Your Librarian and tagged creative class, economics, economy, Richard Florida

Richard Florida with his naming of the “Creative Class” has become a popular economist. His talent at foreseeing what class has risen and will continue to rise is discussed in *The Rise of the Creative Class*. At the heart of economics is a city’s center. Florida discusses the vitality of a city and relates this to a city’s economic success. Creative people rely and interact with their city. Florida names the three T’s to depict a successful city: talent, technology, and tolerance. Also to be read and visited is the Creative Class Group; this is a website devoted to the ideas, research, and views around this newly named and emerging class. Linked from this website is also a blog, entitled *The Creativity Exchange*, written by Florida and other economists.



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