

## Renowned Urbanist Richard Florida Named as One of the World's Most Influential Thinkers in a Recently Published Ranking in MIT Technology Review



**NEW YORK, August 19, 2013** – NYU Global Research Professor Richard Florida, one of the world's leading authorities on economic competitiveness, cultural and technological innovation, and demographic trends, was recently named among the "World's Most Influential Thinkers" by a study published in the *MIT Technology Review* that ranked today's most influential thought leaders. The ranking was formulated as part of a detailed network analysis of influence and research discussions that examined 100 of the top thinkers in the fields of philosophy, sociology, economics, and the sciences.

Researchers and authors of the study, Karin Frick, Detlef Guertler, and Peter Gloor, noted in their paper, "*Coolhunting for the World's Thought Leaders*," that they created the list by employing a sophisticated analysis which examined the breadth and the scope of web articles, blogs, and discussions generated by academicians and thought leaders. They then compared these

results to a survey of 50 thought leaders, which asked them to name their most important influences.

According to their in-depth analysis, the top 10 influential thinkers are:

1. Richard Florida – urban studies theorist and author of *The Rise of the Creative Class*
2. Thilo Sarrazin – German politician and author of *Europe Doesn't Need the Euro*
3. Daniel Kahneman – Nobel prize-winning psychologist and author of *Thinking, Fast and Slow*
4. David Graeber – anthropologist and author of *The Democracy Project*
5. Steven Pinker – experimental psychologist and author of *The Language Instinct*
6. Douglas Rushkoff – media theorist and author of *Present Shock: When Everything Happens Now*
7. Niall Ferguson – British historian and author of *Civilization: The West and the Rest*
8. David Gelernter – computer scientist and author of *America-Lite: How Imperial Academia Dismantled Our Culture (and Ushered in the Obamacrats)*

9. Frank Schirrmacher – German journalist and author of *Minimum*
10. Franz Josef Radermacher - German mathematician and co-founder of the *Global Marshall Plan* initiative

The full ranking and methodology of the study can be found in [MIT Technology Review](#).

Florida, who teaches and lectures at the [NYU School of Continuing and Professional Studies](#), is involved in numerous projects and initiatives across NYU at sites around the world.

“I am beyond honored to be included in a list of such influential thinkers and academicians,” he said. “My work is deeply influenced and shaped by public discourse, and I am, therefore, incredibly flattered to be held in such high esteem.”

### **About Richard Florida**

Richard Florida is one of the world's leading public intellectuals. *Esquire Magazine* named him one of the ‘Best and Brightest.’ He has written several national and international, best-selling books including, *The Rise of the Creative Class*, which received *The Washington Monthly's* Political Book Award and was cited as a major breakthrough philosophy by the *Harvard Business Review*. His ideas have been featured in major advertising campaigns, including those for BMW, and are being employed globally to change the way regions, nations, and companies compete. He is founder of the Creative Class Group, an advisory services firm, charting new trends in business and community.

Florida is a senior editor for *The Atlantic*. He has written numerous articles for *The New York Times*, *The Wall Street Journal*, the *Harvard Business Review*, *The Globe and Mail*, *The Boston Globe*, the *Financial Times* and *The Daily Beast*. He is author of the book, *Who's Your City?*, which has been hailed as a national best-seller, an international best-seller, and an Amazon Book of the Month. His latest published work, *The Great Reset*, explains how new ways of living and working will drive post-crash prosperity.

Florida serves as director of the Martin Prosperity Institute and professor of Business and Creativity at the Rotman School of Management, University of Toronto. He is a global research professor at NYU, where he is involved in initiatives in the School of Continuing and Professional Studies, and across the University.

Previously, Florida held professorships at Carnegie Mellon University, served as a visiting professor at Harvard and MIT, and was a visiting fellow of the Brookings Institution. Florida earned a bachelor's degree from Rutgers University and a Ph.D. from Columbia University.

### **About the NYU School of Continuing and Professional Studies**

Established in 1934, NYU-SCPS ([scps.nyu.edu](https://scps.nyu.edu)) is one of NYU’s several degree-granting schools and colleges, each with a unique academic profile. The reputation of NYU-SCPS arises from its place as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. This is manifest in the School’s diverse

graduate, undergraduate, and noncredit programs in fields such as Real Estate, Real Estate Development, and Construction Management; Hospitality, Tourism, and Sports Management; Global Affairs; Fundraising and Grantmaking; Advanced Digital Applications and Graphic Communications Management and Technology; Publishing; Professional Writing; Human Resource Management and Development, Marketing, Public Relations and Corporate Communication, Management and Systems, Project Management, and Accounting, Finance, and Taxation; Liberal and Allied Arts; and Foreign Languages, Translation, and Interpreting.

More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty and lecturers to create vibrant professional and academic networks that annually attract nearly 5,000 degree-seeking students from around the globe. In addition, the School fulfills the recurrent continuing higher education needs of local and professional communities, as evidenced by close to 48,000 annual noncredit enrollments in individual courses, specialized certificate programs, workshops, and seminars. The School's community is enriched by more than 25,000 degree-holding alumni worldwide, many of whom serve as mentors, guest speakers, and advisory board members.