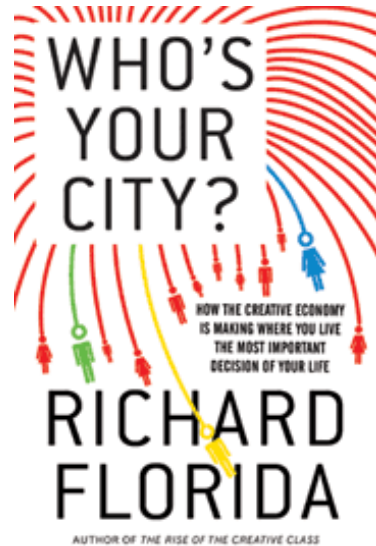


At this point, just about every book on starting a business has already been written, which means authors have to be more creative to land their book on the shelves. This month, see how starting a business is like giving birth to an elephant, how buying into the New Marketing hype without re-thinking your entire business process is like putting hot fudge on a bowl of meatballs and how taking more time to gestate an idea can fuel the fire that makes you millions. Richard Florida's compelling research wraps up the Nook, discussing how place plays a bigger role than we thought on success and happiness. Happy plotting.



FOR THE REALTOR.COM ADDICT WHO DREAMS OF LIVING SOMEWHERE ELSE-IF SHE COULD ONLY FIGURE OUT WHERE

WHO'S YOUR CITY?: HOW THE CREATIVE ECONOMY IS MAKING WHERE TO LIVE THE MOST IMPORTANT DECISION OF YOUR LIFE

by Richard Florida (*Basic Books, \$26.95*) Americans seem to have an ongoing dissatisfaction with the place they call home. Every New Yorker we know has a secret fascination of what life would be like outside the city (aside from bad food and unfortunate haircuts, of course). And suburbanites have a sneaking suspicion they are missing out on job opportunities and insider culture available to their counterparts who live in or near a "mega-region." So what's the answer? In his latest work of genius, Richard Florida, author of *The Rise of the Creative Class*, presents his 20-year long research on place and shows that despite the Internet and the rise of mobile office, where we live has a profound effect on our career success, who we marry, how we raise our children and ultimately, our ability to lead happy and fulfilled lives. But Florida doesn't leave us alone with a map and a highlighter – he offers up a set of questions that help us identify our real priorities, whether you're a young professional looking for love, married with children or a gay empty nester.