



Who's Your City: How the Creative Economy is Making Where to Live the Most Important Decision of Your Life

Richard Florida took on Thomas Friedman and challenged his notion that the world is flat - suggesting instead that it is "spiky" by pointing out that the real economic activity happens within cities, not countries and that it [DOES matter where you live](#) even though technology has seemingly made it easier to do business anywhere.

To support this point he notes that the combined economies of New York City, Boston, Los Angeles, and Chicago are greater than all of China. More importantly, more and more of the world's population are clustering in cities vs. remaining rural, thus increasing the spikiness of the global economy.

Following on his three best-sellers on the Creative Class, he's written a more micro-look at the data he studies everyday and applies it to one of the most important decisions you'll ever make - where to live!! Florida's book provides great insights into where you should expand your business or open up an overseas location.