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Florida, Richard. *Who's Your City?: How the Creative Economy Is Making Where You Live the Most Important Decision of Your Life.*

Basic Bks: Perseus. Mar. 2008. c.304p. ISBN 978-0-465-00352-5. \$26. ECON

If you think that choosing a life partner or even finding the "ideal" job are the two most important decisions you'll ever make, Florida (business & creativity, Rotman Sch. of Management, Univ. of Toronto; *The Rise of the Creative Class*) would like to add still a third consideration: choosing a place to live. He has done extensive research on the significance of one's location, marshaling extensive data to support his thesis that "where we live affects every aspect of our lives," with the caveat that if this decision isn't made carefully, the consequences may adversely impact one's life for years to come. The book pulls together findings from vast amounts of research to dissect the reasons why people opt to live where they do. Part of the author's focus is on various kinds of community types, such as "Strollerville," "Ethnic Enclave," "Family Land" and others, weighing the respective pros and cons of each. The last chapter offers a ten-step framework, intended to "help people make better choices about where to live." Although the text is occasionally overloaded with trendy demographic jargon, this thought-provoking and seminal work will surely be studied, not only by scholars but more importantly by consumers pondering a move. Following Florida's advice should aid them in that quest. Highly recommended for all libraries.—Richard Drezen, Washington Post/NYC Bureau