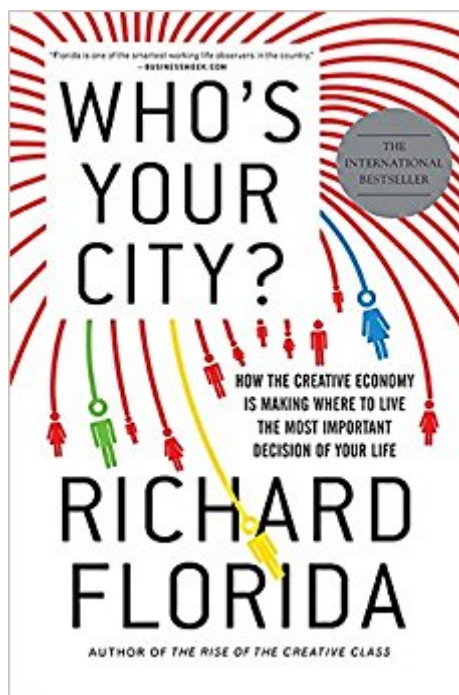


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Who's Your City?: How The Creative Economy Is Making Where To Live The Most Important Decision Of Your Life



Synopsis

In the age of globalization, some claim that where you live doesn't matter: Alaska, Idaho, and Alabama are interchangeable. The world is, after all, flat. Not so fast. Place, argues the great urbanist Richard Florida, is not only important, it's more important than ever. In fact, choosing a place to live is as important to your happiness as choosing a spouse or career. And some regions, recent surveys show, really are happier than others. In *Who's Your City*, Creative Class guru Richard Florida reports on this growing body of research that tells us what qualities of cities and towns actually make people happy—and he explains how to use these ideas to make your own choices. This indispensable guide to how people can choose where to live and what those choices mean to their lives and their communities is essential reading for everyone from urban planners and mayors to recent graduates.

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Customer Reviews

Choosing a spouse and choosing a career are important life decisions—but perhaps even more predictive of our all-round personal happiness is our choice of living location, argues Florida (*The Rise of the Creative Class*) in this informative if somewhat dry tome. As globalization makes the world effectively smaller, economic growth concentrates in certain mega-regions of large superstar cities, leaving other regions in the proverbial dust. The areas where we live are also affected by our increasingly mobile culture, housing priorities that change as we age (from starter homes to family-friendly suburbs to empty nests and finally retirement centers) and the global

economy. Few of the author's conclusions are new -- people gather where they can make friends with others like them, personality types tend to cluster -- type A to urban areas, type B to rural -- and the book's tone wanders from broad, Friedmanesque discussion of the world economy to home-buying advice as well as statistic-and-theory-heavy text as though unsure of its intended audience. Yet the author opens up a complex, underexamined subject along the way. (Mar.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"The world is not flat, and Richard Florida is the man to tell you why where you choose to live is more important than ever. Passionate and thoughtful, this book is an indispensable guide to the way our cities really work. The spirit of Jane Jacobs lives on."--Tim Harford, "Financial Times" columnist and author of *The Logic of Life* "This book says all that I could never put into words about why certain cities sing to certain people. If I could talk like Florida writes, I wouldn't have needed a campaign staff."--John Hickenlooper, Mayor of the City of Denver "Who's Your City? is another breakthrough idea by urban life genius Richard Florida. The power of place has everything to do with our success well beyond our own recognition. If you are contemplating a move or know someone who is, or are even vaguely interested in the idea of place as self, this book is a must read."--Mario Batali, Chef and Restaurateur "The world is not flat. Three-dimensional 'place' matters more than ever, not less than before. Richard Florida gets it exactly right -- again -- in *Who's Your City?*. As a long time advocate of Florida's position here, I will send it to colleagues by the score!"--Tom Peters, author of *In Search of Excellence* .."the author opens up a complex, under examined subject..."-- "Publishers Weekly" (December 17, 2007) .."this thought-provoking and seminal work will surely be studied, not only by scholars but more importantly by consumers pondering a move..."--"Washington Post"

"When asked to rate happiness in relation to things like work, finances, personal life, and place on a 1-to-5 scale, place scored 3.63, behind personal life (4.08) and work (3.98) but ahead of finances (3.46)."For most of our history, migration has been involuntary. Yet, as Richard Florida points out, it is one of the most important factors in determining the satisfaction with our life - in fact, it tops the charts! So, are you happy with where you are living? Was the location where you're currently living a conscious choice? Is there a place where you could be happier? And what makes a good community, or a place to live anyway? As you might guess, there are no absolute answers to any of these questions. But, there are good answers for each stage of your life. This book provides a great

framework to get you to think about all of these questions within the context of your own life. As they say, location, location, location. While I "understood" this implicitly, I don't think I appreciated the importance of this observation until I've read this book. Highly recommend it. It just might change your life, by changing where or how you live.

Helps me understand how I ended up in Florida after living in Boston, New York, Los Angeles, and Baltimore. Seems like there is a time and place for all things. I loved being born and raised in NYC (28 years), then 10 in Boston--10 years in L.A.-re-living my youth in my 40's, a settled and comfortable marriage in B'more and now Florida...fits right in what the author describes.

We all begin our lives in cities or towns where we survive childhood and adolescence, but as adults, we learn we have choices on where to live. This book provides readers with insight on how to make those selections. I will be retiring soon, and while I like my current town, the environment does not stimulate my intellect. Florida has helped confirm I need to live in the Pacific Northwest.

This book really helped me to figure out where I could live in the U.S. and not feel out of place.

A little dry and possibly needs to be updated but an excellent perspective on the reasons that we live where we do or should move.

It provides me a useful framework to evaluate a place. Highly recommend to anyone who's choosing their place to live.

excellent summary of the distinction among cities and those with the best prospects for future prosperity. Based on a person's skill set, Florida helps align those skills and interests with regions to consider.

It's an econ book, but a much easier one to read than a text book. The condition was great!

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