

# Richard Florida Quotes

*Creative, Creativity, People, Long, Class, Home, Moving, Meaningful, Needs,  
Opportunity, Economy, Work, Traders, Tired, Risk, Smarter, Keys, Reality,  
Ipods, Past*

I call the age we are entering the creative age because the key factor propelling us forward is the rise of creativity as the primary mover of our economy.

~Richard Florida

People don't need to be managed, they need to be unleashed.

~Richard Florida

Places that succeed in attracting and retaining creative class people prosper; those that fail don't.

~Richard Florida

Access to talented and creative people is to modern business what access to coal and iron ore was to steel-making.

~Richard Florida

Human creativity is the ultimate economic resource.

~Richard Florida

Ideas are the currency of the new economy.

~Richard Florida

The creative individual is no longer viewed as an iconoclast. Heâ€™or sheâ€™is the new mainstream.

~Richard Florida

Beneath the surface, unnoticed by many, an even deeper force was at workâ€™the rise of creativity as a fundamental economic driver, and the rise of a new social class, the Creative Class.

~Richard Florida

Denser cities are smarter and more productive

~Richard Florida

Snoop is a tour de force! It's one of the smartest and most original books I've come across in a long time. I devoured it and then rushed over to clean up my desk and change my iPod playlist.

~Richard Florida

Builders need to take their preeminent position back from the traders for the economy of the future to flourish.

~Richard Florida

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