
The myth of the creative class

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The creative class theory, advanced by Richard Florida, is described as an IT – a driving force for a new consumerism ideal and stimulating consumer demand. Person's self-realization and self-identification is formed through building a creative lifestyle, and is regarded as the form of replacing an opportunity of genuine social creativity on the individual level.

Keywords: *creative class, cultural creatives, creative values, new consumerism.*

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