



Marketing the City: The role of flagship developments in urban regeneration

H. Smyth

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This book assesses the value of flagship developments and draws out lessons for best policy and practice. It looks at marketing strategies and the sales process for flagship developments and the areas in which they are located for urban regeneration. It discusses the management of marketing strategies and the development through the policy formulation, project implementation and policy/project evaluation. The author examines the strategies to date of 'marketing the city' and the conceptual scope and limits for developing the concept. He also looks at the extent to which people can be integrated into the urban 'product' and the advantages and disadvantages of this. Finally the impact of all these issues is assessed for the policy makers, planners, developers, architects and city authorities.

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