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## The City in the Experience Economy: Role and Transformation (Paperback)

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By -

Taylor Francis Ltd, United Kingdom, 2015. Paperback. Book Condition: New. 244 x 172 mm. Language: English . Brand New Book. The book develops a new approach to urban development in which leisure, pleasure or experiences are seen as key drivers. History, authenticity, urban qualities, local culture and leisure offerings or a vibrant retail sector are thus assets in local development also outside of the big cities. Globalization and high mobility are necessary aspects of the development, which entails the development of high urban profiles in a globalized and highly competitive world. Apart from experiential qualities a critical urban size, is also required. Experience qualities can be connected to urban design, where particular designs stimulate citizens learning and activity in the urban space. They can also be connected to more tourist related large scale projects of experiential mass consumption with fun parks and shopping. A combination of the two approaches has been developed to promote for example car brands and cities through experiential car museums. New stakeholders, new network based forms of cooperation and new entrepreneurial strategies are connected to urban development in the experience economy . In particular new network based approaches are needed if small and rural places should...



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