

From the Planners' Bookshelf...

Small Town Economic Development: Reports on Growth Strategies in Practice.

Edited by: Joaquin Jay Gonzalez III, PhD, Roger L. Kemp, PhD, Jonathan Rosenthal, MPA, AICP.

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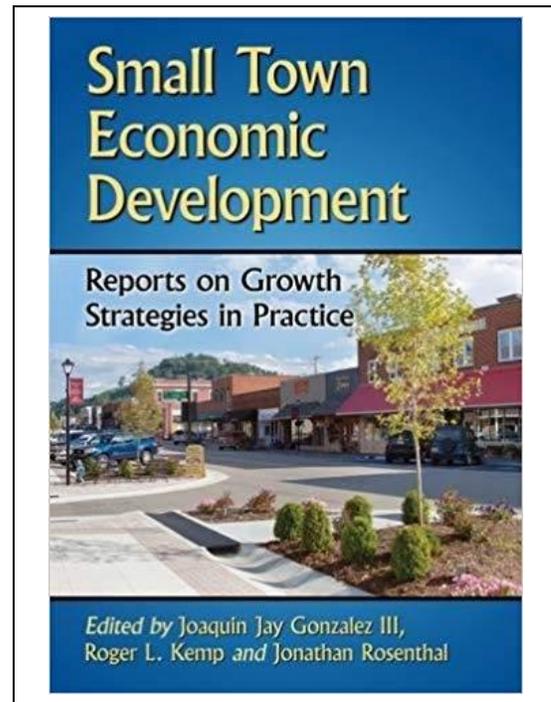
"In *Small Town Economic Development* a team of development professionals and academics have gathered the very best information and organized it into a single volume. Sixty-eight articles from 32 sources provide unique insights into a wide range of issues impacting the economic growth and prosperity of cities and towns with populations of 50,000 or less.

"The book begins with nine articles on the state of small towns and cities in the United States, and ends with another eight articles on warnings and challenges for the future. In between, the bulk of the book is focused on best practices in economic development. These include ideas in leadership and strategy, marketing and branding, and capital and financing. Also included are many examples of classic economic development practices and contemporary ideas that resonate with both millennials and retiring baby boomers."

From Amazon...

"We tend to associate small town economic development with the decline of the rural United States--empty houses, shuttered shops and rusting factories. A common diagnosis of sluggish small town recovery is their lack of lifestyle amenities that attract new residents and businesses.

"Yet many small towns have shown progress and potential in recent years. This collection of recent articles by experts presents stories of small-town America's struggle and describes innovations and practices behind successful revivals."



About the Editors

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