

# Making Cities Competitive as Places to Live

Some of the largest U.S. cities now have only half the people they had a half-century ago. Much of that loss happened because their suburbs were judged better places to live. Suburban living sold. City living didn't.

That, says John Gann, can change. Unless we want more Detroit-style decay and bankruptcy, he adds, it has to.

Cities are simply *products* in the marketplace, John explains, that have been losing many of their customers to competitors and failing to attract enough new ones. Their suburbs gave cities their first competition, to which they utterly failed to respond.

The suburbs sold because they were well marketed. The cities were not.

To come back, John argues, cities need strong marketing just like any product in trouble. But marketing is a remedy almost completely ignored by urban experts.

Now that can change. Cities can sell themselves. A unique action-oriented manual, *Selling City Living: How Cities Can Compete With the Suburbs for Growth*, tells you how.

John shows that the first and most important step of a marketing solution is to make the product--the older city--more marketable. That means making those improvements that will most increase appeal to potential customers. But that's *not* how improvements are usually chosen.

The next step is to define who to sell to in marketing programs and what cities can sell.

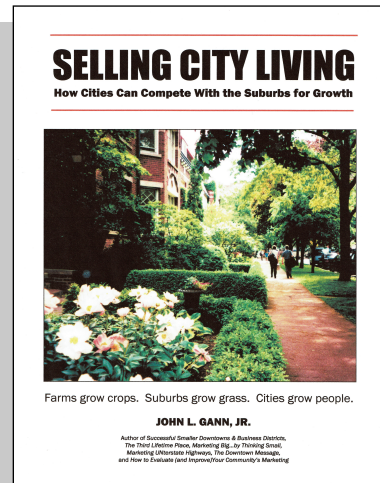
## Selling City Living

In *Selling City Living*, John spells out specifics for each.

The 14 consequences of population loss, p. 6

Nine reasons suburbs sold better than cities, p. 8

Nine ways to make cities more marketable, pp. 15-28



Seventeen things cities can sell to attract residents, pp. 29-72

How suburban success can *benefit* cities, p. 76

Why cities must be sold even to city-living immigrants and minorities, p. 26

How to deal with perceptions about crime and poor schools, pp. 31-34

What's good and bad about cities' "free college" programs, p. 35

Ways cities are *better* places for kids than suburbs, p. 59

## Cities Have a Lot to Sell

How cities can use one of today's most powerful consumer marketing appeals, p. 55

Why even big cities must think small, p. 52

Why cities are greener places than suburbs, p. 65

How cities are making something out of their "weeds," p. 24

6 examples of ads that sell city advantages, pp. 38, 46, 49, 57, 62, 67

The flawed spinach-versus-ice-cream remedy, p. 10

Why older cities as a *category* must be sold, p. 29

Why marketing *cities* can pay off in dollars and cents better than marketing their *homes*, p. 14

Can cities "buy" residents? p. 43

Could older cities create the next Walmart-style retail success? p. 28

Could older cities be a Warren Buffett-type investment? p. 39

"Any parents wondering if city living is too expensive, dangerous, dirty or just plain bad for families will feel the exact opposite after reading this manual."  
*Lenore Skenazy, President, Let Grow, and author Free-Range Kids*

## Unlike Anything Else

This manual is not another dry, wordy academic read. It is unlike anything you've ever read about cities.

## A "Cadillac" in Marketing

Called "a Cadillac in marketing expertise," John L. Gann, Jr. ([citykid@uwalumni.com](mailto:citykid@uwalumni.com)), President of Gann Associates, consults, trains, and writes on marketing places. He has authored eight manuals on the subject.

Even more than John's remedy for Detroit in *Marketing Big...by Thinking Small*, this is a must-read for the leaders today's older cities need.

Call or fax to CarpeHoram toll-free (866) 61-HORAM

**Yes**, send \_\_\_ copies of *Selling City Living*. (softcover, 76 pages, 46,000 words) and bill me for \$77.75 + \$5.75 S&H per copy print or \$67.75 PDF, both + 8.25 % sales tax (IL orders).

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