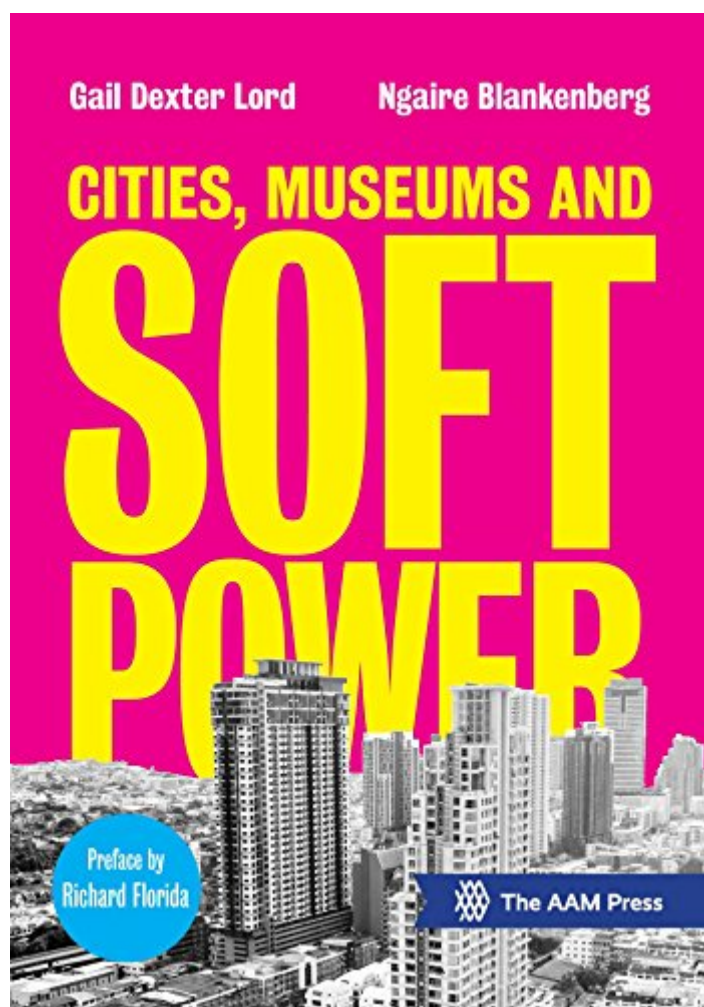


The book was found

# Cities, Museums And Soft Power



## Synopsis

Museum planners Gail Lord and Ngaire Blankenberg demonstrate how museums and cities are using their soft power to address some of the most important issues of our time. Soft power is the exercise of influence through attraction, persuasion, and agenda-setting rather than military or economic coercion. Thirteen of the world's leading museum and cultural experts from six continents explore the many facets of soft power in cities and museums: how it amplifies civic discourse, accelerates cultural change, and contributes to contextual intelligence among the great diversity of city dwellers, visitors, and policy makers. The authors urge city governments to embrace museums which so often are the signifiers of their cities, increasing real estate values while attracting investment, tourists, and creative workers. Lord and Blankenberg propose 32 practical strategies for museums and cities to activate their soft power and create thriving and sustainable communities. Follow the link below to watch co-author Gail Lord speaking about soft power on The Agenda, a popular public affairs program on TVO, a leading educational television broadcaster <http://tvo.org/video/programs/the-agenda-with-steve-paikin/a-cultural-sleeping-giant>. To Read More: <http://tvo.org/article/current-affairs/shared-values/how-museums-help-cities-realize-their-soft-power>

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## Customer Reviews

With the help of 14 experts from 10 countries, Lord and Blankenberg demonstrate how much museums have to offer our rapidly urbanizing planet. Cities will never be the sameâ Richard Florida, Urbanist, author of international best-seller *The Rise of the Creative Class*

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