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Branding New York: How a City in Crisis Was Sold to the World (Cultural Spaces)

Miriam Greenberg

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Winner of the **2009 Robert Park Book Award** for best Community and Urban Sociology book!

Branding New York traces the rise of New York City as a brand and the resultant transformation of urban politics and public life. Greenberg addresses the role of "image" in urban history, showing who produces brands and how, and demonstrates the enormous consequences of branding. She shows that the branding of New York was not simply a marketing tool; rather it was a political strategy meant to legitimatize market-based solutions over social objectives.

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