

HOW TO RUN A CITY LIKE AMAZON, AND OTHER FABLES

Edited by
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Should cities be run *like* businesses?

Should city services and infrastructure
be run *by* businesses?

For some urban commentators, policy-makers,
politicians and corporate lobby groups, the answer
is 'yes' to both questions.

Others are critical of such views, cautious about
shifting the culture of city administration from
management to entrepreneurship, and transforming
public assets and services run for the common
good into markets run for profit.

The stories and essays in this book explore how a
city might look, feel and function if the business
models, practices and technologies of 38 different
companies were applied to the running of cities.
They ask: what would it be like to live in a city
administered using the business model of Amazon
(or Apple, IKEA, Pornhub, Spotify, Tinder, Uber,
etc.) or a city where critical public services are
delivered by these companies?

Collectively, the chapters ask us to imagine and
reflect on what kind of cities we want to live in and
how they should be managed and governed.

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