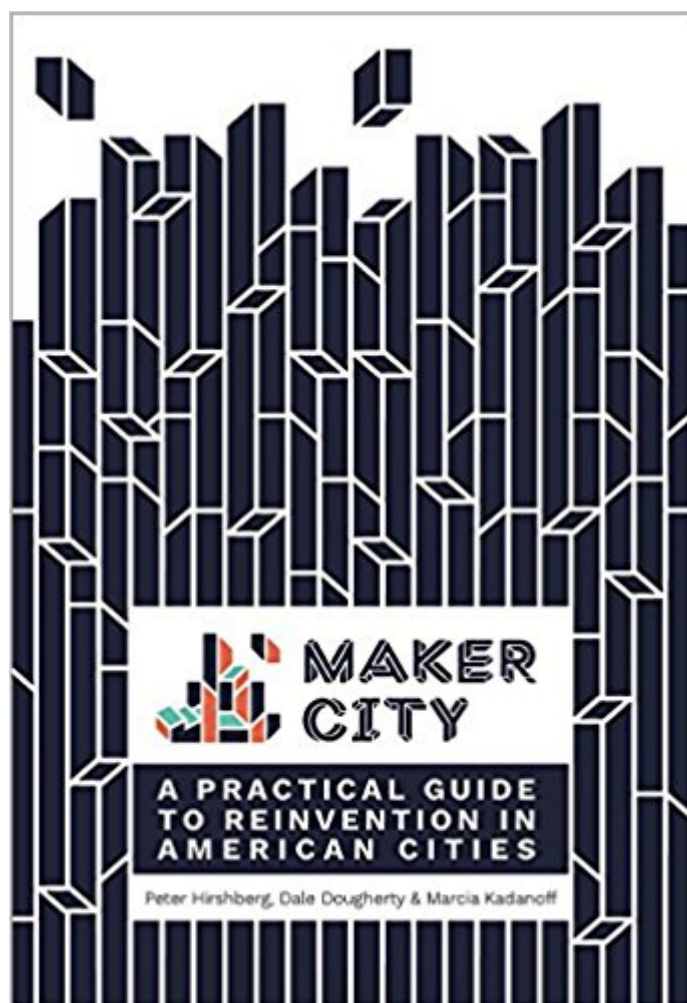


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# Maker City: A Practical Guide For Reinventing American Cities



## Synopsis

The Maker City Playbook is a comprehensive case studies and how-to information useful for city leaders, civic innovators, nonprofits, and others engaged in urban economic development. The Maker City Playbook is committed to going beyond stories to find patterns and discern promising practices to help city leaders make even more informed decisions.

**Maker City Playbook**

Chapter 1: Introduction and a Call to Action

Chapter 2: The Maker movement and Cities

Chapter 3: The Maker City as Open Ecosystem

Chapter 4: Education and Learning in the Maker City

Chapter 5: Workforce Development in the Maker City

Chapter 6: Advanced Manufacturing and Supply Chain inside the Maker City

Chapter 7: Real Estate Matters in the Maker City

Chapter 8: Civic Engagement in the Maker City

Chapter 9: The Future of the Maker City

**Maker City Project** is a collaboration between the Kauffman Foundation, the Gray Area for the Arts, and Maker Media.

## Book Information

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## Customer Reviews

Peter Hirshberg has led emerging media and technology companies at the center of disruptive change for more than 25 years. As chairman of Re:Imagine Group, Hirshberg shapes strategies at the confluence of people, places, brands and cities. He has led the development of Urban Prototyping, a global movement that engages citizens in the co-creation and co-planning of their cities. Hirshberg is an advisor for the Department of Labor's Makership workforce development initiative. He has contributed to the United Nations Global Pulse where he addressed the General Assembly on their initiative for real-time data for international development. He is the

former Chairman of Technorati, the pioneering social media search engine and ad network. During a nine-year tenure at Apple Computer, Hirshberg headed Enterprise Marketing. He is a Senior Fellow at the USC Annenberg Center on Communication Leadership and a Henry Crown Fellow of the Aspen Institute. Hirshberg is a frequent technology and media industry speaker, having presented at TED, the World Economic Forum, DLD, EG the Entertainment Gathering, and The Aspen Ideas Festival. Dale Dougherty is the founder and Chief Executive Officer of Maker Media, Inc. which launched Make: magazine in 2005, and Maker Faire, which held its first event in the San Francisco Bay Area in 2006. Dale's vision and mission continue to be the guiding force for the family of brands. The maker movement is contributing to a thriving market ecosystem, serving the needs of makers as they seek out product support, startup advice, and funding avenues. Make: plays an important role as a collaborator and resource for makers as they transition from hobbyists to professionals. Make: began at O'Reilly Media where Dale was a co-founder and the first editor of their computing trade books. When not in the office, Dale can be found making award-winning wines with his family in Sebastopol, CA. Marcia Kadanoff is a recognized expert in ROI marketing and attribution analysis, providing guidance on marketing strategy and implementation to the C-Suite at 3Com, Content Rules, Levi Strauss, Microsoft, Oracle, Presence Learning, and Wells Fargo. She is a contributor to Marketing Profs, Clickz, and Mashable and a frequent speaker on lead nurturing, marketing automation, ROI marketing, and marketing attribution. Most recently, she served as CMO to Bislr/Autopilot where she was responsible for positioning and launching this company into the marketing automation space. She came to Bislr/Autopilot through its acquisition in June 2013 of Open Marketing, the fastest growing content marketing agency in San Francisco. At Open Marketing, Kadanoff built a successful practice focused on best practices in inbound marketing, landing page optimization, and content marketing / lead nurturing campaigns.

In this fascinating new book, the trio of authors make an impassioned and clear-eyed case for 'Maker Movement' as a catalyst of a new age of urban economic and social success. This book is important reading for anyone trying to understand the explosive growth of the movement itself - its origins and intriguing impact in many places around the world. Thought-provoking and enlightening.\* (\*Be Advised: The Kindle Edition is very tricky to navigate).

The subtext font does not show up on my Kindle Paperwhite, and there's LOTS of subtext.

The book itself is full of great information. I can read that on the website and the free online version.

The Kindle version is basically unusable on a phone or most tablets. I have a large phone (5.7" screen) and the formatting makes the pages very small and unreadable. Even on an 8" tablet there is a problem. Great book just don't get the kindle edition.

I gave this as a gift. It looked very interesting and perfect for the person on my Christmas list. He was thrilled and excited to read it.

Great book about the modern city movement to reinvent and renew local economies.

An intelligent, thoughtful book.

Great insights !

Being the original founder of one of the larger makerspaces in the US (TinkerMill in Longmont, CO- 400+ members and counting), I can attest to the validity of what this book is saying. I can also tell you that, having worked with Peter Hirshberg back at Apple in the 80's and 90's, he's been on the cutting edge of technological as well as the impact of social change as it's effected by technology for the past 30+ years. The importance of what's happening in the maker movement, along with the building in of intelligence to the actual infrastructure of our cities (my city of Longmont, CO, for instance, is building out it's own gigabit internet service to every home and business in the city with costs as low as \$50 mo for 1000MB up/down for residents), as well as the increased importance of collaborative business organizations and non profits operating at the municipal level can't really be understated at this point. Having an innovation center like a makerspace in your town will generate both massive amounts of creativity in the form of art, technology, products and new business as well as attract those same creatives to your city to set up new companies, invent new products and create new and incredibly exciting art. It's all about the collaborative co-op that a makerspace, full of tools, knowledge and sharing, creates. Every city in America should embrace the creation and the support of a makerspace for their residents. Just like having schools and businesses- with today's level of technology and knowledge availability, to really understand where we're going, and to embrace it, a makerspace is a must have for any forward thinking city in the US (and frankly, the world).

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