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Maker City: A Practical Guide for Reinventing American Cities

Peter Hirshberg, Dale Dougherty, Marcia Kadanoff
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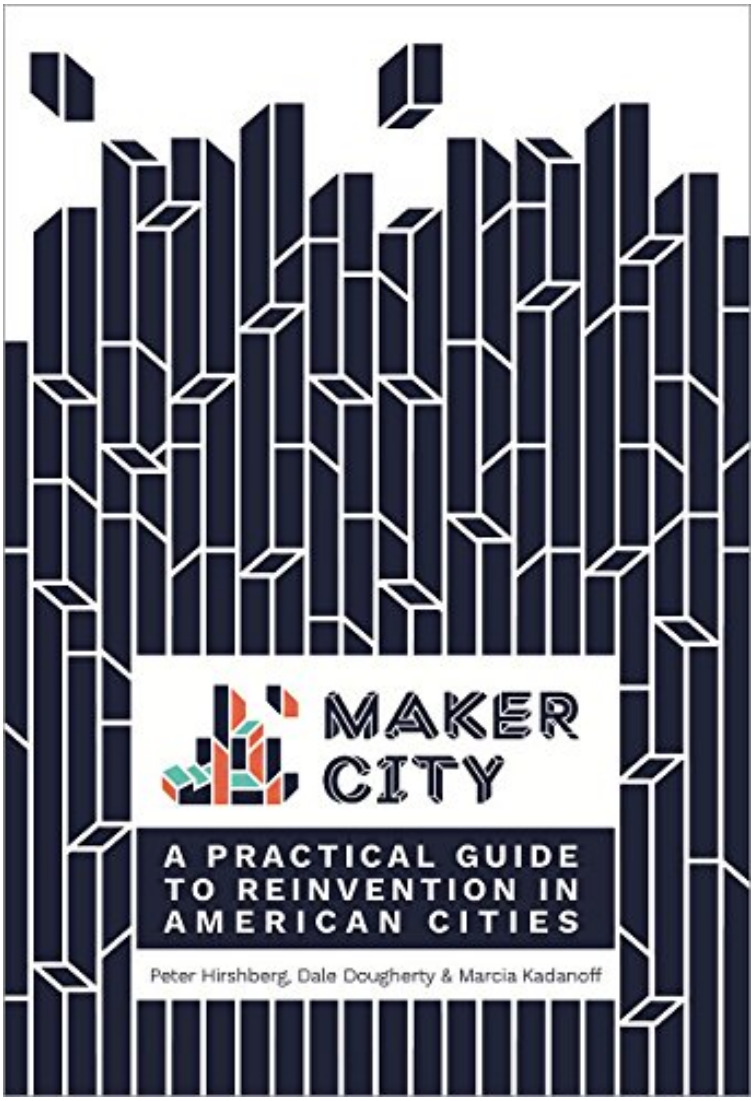

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The Maker City Playbook is a comprehensive case studies and how-to information useful for city leaders, civic innovators, nonprofits, and others engaged in urban economic development. The Maker City Playbook is committed to going beyond stories to find patterns and discern promising practices to help city leaders make even more informed decisions.Maker City PlaybookChapter 1: Introduction and a Call to ActionChapter 2: The Maker movement and CitiesChapter 3: The Maker City as Open EcosystemChapter 4: Education and Learning in the Maker CityChapter 5: Workforce Development in the Maker CityChapter 6: Advanced Manufacturing and Supply Chain inside the Maker CityChapter 7: Real Estate Matters in the Maker CityChapter 8: Civic Engagement in the Maker CityChapter 9: The Future of the Maker CityMaker City Project is a collaboration between the Kauffman Foundation, the Gray Area for the Arts, and Maker Media.

About the AuthorPeter 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 Laboracirc;euro;trade;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.