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Nota di contenuto	Introduction -- Part I: European Cities in Global Competition: Dynamic Competition in Space -- Increasing the Innovative Capacity of European Cities -- Part II: City Management and Direct Democracy: Open Government -- Building the Smart City: Leipzig -- Location Communication in Leipzig and Thoughts About Destination Management -- Part III: Success Factors for City Marketing -- Strategies for Cities in Global Competition -- Part IV: Complementarity Between Region and City -- The Digital City -- Part V: Cost Efficiency in City

Management: A Mechanism Design Approach to Planning Problems in Intermodal Transport Logistics of Large City Sea Ports and Megahubs.

Sommario/riassunto

World population and the number of city dwellers are steadily growing. Globalization and digitalization lead to an increased competition for skilled and creative labor and other economic resources. This is true not only for firms, but increasingly also for cities. The book elaborates on resulting challenges and opportunities for urban management from the European perspective, and discusses theories, methods and tools from business economics to cope with them. Contributions in this volume come from scholars and practitioners of economics, business administration and urban management, and cover aspects ranging from urban dynamics to city marketing. They draw on experiences from several European cities and regions, and discuss strategies to improve city performance including Open Government, Smart City, cooperation and innovation. The book project was initiated and carried out by the Center for Advanced Studies in Management (CASiM), the interdisciplinary research center of HHL Leipzig Graduate School of Management. It is addressed to scholars and managers in Europe and beyond, who will benefit from the scientific rigor and useful practical insights of the book. .