Record Nr. UNINA9910818395303321 Autore Lord Gail Dexter Titolo Cities, museums and soft power / / Gail Dexter Lord, Ngaire Blankenberg; preface by Richard Florida Pubbl/distr/stampa Washington, District of Columbia: ,: The AAM Press, , 2015 ©2015 **ISBN** 1-4422-7677-0 Descrizione fisica 1 online resource (272 p.) Classificazione SOC026030ART000000 Disciplina 307.76 Soggetti Museums - Social aspects Museums - Economic aspects City and town life Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Cities, Museums And Soft Power; Contents; Acknowledgements; Preface; 1. Introduction: Why Cities, Museums and Soft Power; 2. The Economics of Museums and Cities; 3. Museums in Public Diplomacy; 4. London's Knowledge Quarter: The Soft Power of Museums in the Knowledge Economy and Urban Development; 5. Museums in the Age of Brazilian Soft Power; 6. Museums as Signifiers in the Gulf; 7. When Soft Powers Collide; 8. Unearthing the Genius Loci of Museums in the Indian Subcontinent; 9. Cultural Nomads: Creative People on the Road; 10. Cranking Up the Soft Power Engine of Chinese Museums 11. A Tale of Two Civil and Human Rights Cities 12. Cairo and Its Museums: From Multiculturalism to Leadership in Sustainable Development; 13. Global and Local: Fairs and Biennials, Temporary Urbanism and Pop-Up Museums; 14. The Museum Building Boom; 15. Thirty-two Ways for Museums to Activate Their Soft Power; Authors; Bibliography; Index Sommario/riassunto In Cities, Museums and Soft Power, museum planners Gail Lord and Ngaire Blankenberg demonstrate how museums and cities are using their soft power to address some of the most important issues of our

time. Soft power is the exercise of influence through attraction, persuasion, and agenda setting rather than military or economic