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Nota di contenuto	Introduction / F. Javier Monclus and Manuel Guardia -- History builds the town : on the uses of history in twentieth-century city planning / Michael Hebbert and Wolfgang Sonne -- The cultural dimension of urban planning strategies : an historical perspective / Robert Freestone and Chris Gibson -- Speak, culture! : culture in planning's past, present, and future / Greg Young -- Capital cities and culture : evolution of twentieth-century capital city planning / David L.A. Gordon -- The power of anticipation : itinerant images of metropolitan futures : Buenos Aires, 1900-1920 / Margarita Gutman -- Words and history : controversies on urban heritage in Italy / Giorgio Piccinato -- Urban destruction or preservation? : conservation movement and planning in twentieth-century Scandinavian capitals / Laura Kolbe -- Planning the historic city : 1960s plans for Bath and York / John Pendelbury --

Multiple exposures or new cultural values? : European historical centres and recent immigration fluxes / Alessandro Scarnato -- New urbanism and planning history : back to the future / Christopher Silver -- Branding the city of culture : the death of city planning? / Graeme Evans -- International exhibitions and planning : hosting large-scale events as place promotion and as catalysts of urban regeneration / F. Javier Monclus -- Contemporary urban spectacularisation / Lilian Vaz and Paula Berenstein Jacques -- Culture, tradition and modernity in the Latin American city : some recent experiences / Roberto Segre -- 'Cities are fun!' : inventing and spreading the Baltimore model of cultural urbanism / Stephen V. Ward.

Sommario/riassunto

This volume brings together a team of leading specialists to examine the policies of image and city marketing which have developed over the past 15 years and whether these are a continuity of earlier strategies.
