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Marketing Schools, Marketing Cities: Who Wins and Who Loses When Schools Become Urban Amenities

Maia Bloomfield Cucchiara

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Discuss real estate with any young family and the subject of schools is certain to come up—in fact, it will likely be a crucial factor in determining where that family lives. Not merely institutions of learning, schools have increasingly become a sign of a neighborhood's vitality, and city planners have ever more explicitly promoted "good schools" as a means of attracting more affluent families to urban areas, a dynamic process that Maia Bloomfield Cucchiara critically examines in *Marketing Schools, Marketing Cities*.

Focusing on Philadelphia's Center City Schools Initiative, she shows how education policy makes overt attempts to prevent, or at least slow, middle-class flight to the suburbs. Navigating complex ethical terrain, she balances the successes of such policies in strengthening urban schools and communities against the inherent social injustices they propagate—the further marginalization and disempowerment of lowerclass families. By asking what happens when affluent parents become "valued customers," *Marketing Schools, Marketing Cities* uncovers a problematic relationship between public institutions and private markets, where the former are used to leverage the latter to effect urban transformations.

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