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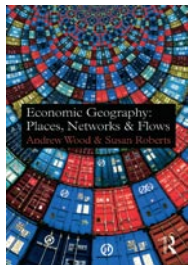
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Economic Geography

Places, Networks and Flows



Andrew Wood and **Susan Roberts**, both at University of Kentucky, USA



The turbulence of the current times has dramatically transformed the world's economic geographies. The scale and scope of such changes require urgent attention. With intellectual roots dating to the nineteenth century economic geography has traditionally sought to examine the spatial distributions of economic activity and the principles that account for them.

Economic Geography provides a stimulating and innovative introduction to economic geography by establishing the substantive concerns of economic geographers, the methods deployed to study them, the key concepts and theories that animate the field, and the major issues generating debate. This book is the first to address the diverse approaches to economic geography as well as the constantly shifting economic geographies on the ground. It encompasses traditional approaches, albeit from a critical perspective, while providing a thorough, accessible and engaging examination of the concerns, methods and approaches of the 'new economic geography'. This unique introductory text covers the breadth of economic geography while engaging with a range of contemporary debates at the cutting-edge of the field.

Written in an accessible and lucid style, this book offers a thorough and systematic introductory survey. It is enhanced by pedagogical features throughout including case studies dealing with topics ranging from the head office locations of the Fortune 500, Mexico's maquiladoras to China's investments in southern Africa. This book also contains exercises based on the key concepts and annotated further reading and websites.

Selected Contents: 1. Introduction **Part 1: Traditional Economic Geographies** 2. Traditional Location Theory 3. Modeling Economic Geographies **Part 2: Geographies of the Firm and Other Institutions** 4. The Geographies of the Firm 5. Going Global **Part 3: Geographies of Uneven Development** 6. Geographic Inequalities 7. The Changing Fortunes of Local and Regional Economies **Part 4: Geographies of Networks, Places and Flows** 8. Economic Geography 'Unbound' 9. Conclusions

November 2010: 246 x 189: 256pp
Hb: 978-0-415-40181-4: **£75.00 \$125.00**
Pb: 978-0-415-40182-1: **£23.99 \$45.95**

For more information, visit:
www.routledge.com/9780415401821

See also:
**Handbook of
Local and
Regional
Development**

Global Political Ecology



Edited by **Richard Peet**, Clark University, USA,
Paul Robbins, University of Arizona, USA and
Michael Watts, University of California, Berkeley, USA

The world is caught in the mesh of a series of environmental crises. So far attempts at resolving the deep basis of these have been superficial and disorganized. *Global Political Ecology* links the political economy of global capitalism with the political ecology of a series of environmental disasters and failed attempts at environmental policies.

This book contains accounts of the main currents of thought in each area that brings the topics completely up-to-date. The individual chapters contain a theoretical introduction linking in with the main themes of political ecology, as well as empirical information and case material. *Global Political Ecology* serves as a valuable reference for students interested in political ecology, environmental justice, and geography.

Selected Contents: 1. Global Nature *Michael Watts, Paul Robbins and Richard Peet* **Part 1: Food, Health and the Body: Political Ecology of Sustainability** 2. Excess Consumption or Over-production: US Farm Policy, Global Warming, and the Bizarre Attribution of Obesity *Julie Guthman* 3. Killing for Profit: Global Livestock Industries and their Socio-Ecological Implications *Jody Emel and Harvey Neo* 4. 'Modern' Industrial Fisheries and the Crisis of Overfishing *Becky Mansfield* 5. When People Come First: AIDS, Technical Fixes, and Social Innovation in the Global Health Market *João Biehl* **Part 2: Capital's Margins: The Political Ecology the Slum World** 6. Global Garbage: Waste, Trash Trading and Local Garbage Politics *Sarah A. Moore* 7. Green Evictions: Environmental Discourses of a 'slum-free' Delhi *Asher Gherntner* **Part 3: Risk, Certification and the Audit Economy: Political Ecology of Environmental Governance** 8. The Politics of Certification: Consumer Knowledge, Power and Global Governance in Ecolabelling *Sally Eden* 9. Climate Change and the Risk Industry: The Multiplication of Fear and Value *Leigh Johnson* 10. Carbon Colonialism? Offsets, Greenhouse Gas Reductions and Sustainable Development *A. G. Bumpus and D. M. Liverman* **Part 4: War, Militarism and Insurgency: Political Ecology of Security** 11. The Natures of the Beast: On the New Uses of the Honey Bee *Jake Kosek* 12. Taking the Jungle out of the Forest: Counter-insurgency and the Making of National Natures *Nancy Lee Peluso and Peter Vandergeest* 13. Mutant Ecologies: Radioactive Life in Post-Cold War New Mexico *Joseph Masco* **Part 5: Fuelling Capitalism: Energy Scarcity and Abundance** 14. Past Peak Oil: Political Economy of Energy Crises *Gavin Bridge* 15: Energy, Security, and Discourses of Empire and Terror *Mazen Labban* **Part 6: Blue Ecology: the Political Ecology of Water** 16. Commons versus Commodities: Political Ecologies of Water Privatization *Karen Bakker* 17. The Social Construction of Scarcity: The Case of Water in Western India *Lyla Mehta* **Part 7: Biopolitics and Political Ecology: Genes, Transgenes and Genomics** 18. Governing Disorder: Biopolitics and the Molecularization of Life *Bruce Braun* 19. Transnational Transgenes: The Political Ecology of Maize in Mexico *Joel Wainwright and Kristin L. Mercer*

October 2010: 234 x 156: 420pp
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Pb: 978-0-415-54815-1: **£25.99 \$49.95**

For more information, visit:
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Young People, Place and Identity



Peter E. Hopkins, Newcastle University, UK



Young People, Place and Identity offers a series of rich insights into young people's everyday lives. What places do young people engage with on a daily basis? How do they use these places? How do their identities influence these contexts? By working through common-sense understandings of young people's behaviours and the places they occupy, the author seeks to answer these and other

questions. In doing so the book challenges and re-shapes understandings of young people's relationships with different places and identities.

The textbook is one of the first books to map out the scales, themes and sites engaged with by young people on a daily basis as they construct their multiple identities. The scales explored here include the body, neighbourhood and community, mobilities and transitions and urban-rural settings and how these all shape and are shaped by young people's identities. Each chapter explores how social identities (such as race, gender, sexuality, class, disability and religion) are constructed within particular contexts and influenced by multiple processes of inclusion and exclusion. These discussions are supported by details of the research methods and ethical issues involved in researching young people's lives. Drawing upon research from a range of contexts, including Europe, North America and Australasia, this book demonstrates the complex ways in which young people creatively shape, contest and resist their engagements with different places and identities. The range of issues, topics and case studies explored include: ethical and methodological issues in youth research; youth subcultures; experiences of home; territorialism; youth and crime; political engagement and participation; responses to global issues; engagements with different institutional contexts; negotiating public space; the transition to adulthood; drinking cultures. The author explores these issues through blending together original empirical research, theory and policy.

Individual chapters are supported by key themes, project ideas and suggested further reading. Details of key authors, journals and research centres and organisations are also included at the end of the book. This textbook will be pertinent for undergraduate and postgraduate students and academic researchers interested in better understanding the relationships between young people, places and identities.

June 2010: 234 x 156: 336pp
Hb: 978-0-415-45437-7: **£90.00 \$170.00**
Pb: 978-0-415-45439-1: **£23.99 \$46.95**

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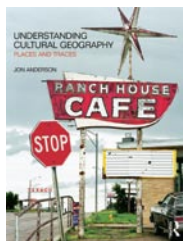
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Understanding Cultural Geography



Places and Traces

Jon Anderson, Cardiff University, UK



This new and comprehensive book offers a holistic introduction to cultural geography. It integrates the broad range of theories and practices of the discipline by arguing that the essential focus of cultural geography is *place*. The book builds an accessible and engaging configuration of this important concept through arguing that place should be understood as an *ongoing composition of traces*.

The book presents specific chapters outlining the history of cultural geography, before and beyond representation, as well as the methods and techniques of doing cultural geography. It investigates the places and traces of corporate capitalism, nationalism, ethnicity, youth culture and the place of the body. Throughout these chapters case study examples will be used to illustrate how these places are taken and made by particular cultures, examples include the Freedom Tower in New York City, the Berlin Wall, the Gaza Strip, Banksy graffiti, and anti-capitalist protest movements. The book discusses the role of power in cultural place-making, as well as the ethical dimensions of doing cultural geography.

Understanding Cultural Geography: Places & Traces offers a broad-based overview of cultural geography, ideal for students being introduced to the discipline through either undergraduate or postgraduate degree courses. The book outlines how the theoretical ideas, empirical foci and methodological techniques of cultural geography illuminate and make sense of the places we inhabit and contribute to. This is a timely synthesis that aims to incorporate a vast knowledge foundation and by doing so it will also prove invaluable for lecturers and academics alike.

Selected Contents: 1. Introduction 2. The History of Cultural Geography 3. Branching Out: Twenty-first Century Developments in the Family Tree of Cultural Geography 4. Knowing (your) Place 5. Taking and Making Place: the Stuff of Power 6. Counter Cultures: Global, Corporate, and Anti-Capitalisms 7. The Place of Nature 8. The Place of Ethnicity 9. Senses of Place: Scales and Beliefs 10. Making and Marking New Places: The Cultural Geographies of Youth 11. (B)ordering the Body 12. Swimming in Context: Doing Cultural Geography in Practice 13. A Culturally Geographical Approach to Place

2009: 246 x 189: 240pp
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For more information, visit:

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Key Ideas in Geography Series

Series editors: **Sarah Holloway and Gill Valentine**

The **Key Ideas in Geography series** will provide strong, original, and accessible texts on important spatial concepts for academics and students working in the fields of geography, sociology and anthropology, as well as the interdisciplinary fields of urban and rural studies, development and cultural studies. Each text will locate a key idea within its traditions of thought, provide grounds for understanding its various usages and meanings, and offer critical discussion of the contribution of relevant authors and thinkers.

Rural

Michael Woods, University of Wales, Aberystwyth, UK



The division of 'rural' and 'urban' is one of the oldest ideas in Geography and is deeply engrained in our culture. Throughout history, the rural has been attributed with many meanings: as a source of food and energy; as a pristine wilderness, or as a bucolic idyll; as a playground, or a place of escape; as a fragile space of nature, in need of protection; and as a primitive place, in need of modernization. But is the idea of the rural still relevant today?

Rural provides an advanced introduction to the study of rural places and processes in Geography and related disciplines. Drawing extensively on the latest research in rural geography, this book explores the diverse meanings that have been attached to the rural, examines how ideas of the rural have been produced and reproduced, and investigates the influence of different ideas in shaping the social and economic structure of rural localities and the everyday lives of people who live, work or play in rural areas.

This authoritative book contains case studies drawn from both the developed and developing world to introduce and illustrate conceptual ideas and approaches, as well as suggested further reading. Written in an engaging and lively style, *Rural* challenges the reader to think differently about the rural.

Selected Contents: 1. Approaching the Rural 2. Imagining the Rural 3. Exploiting the Rural 4. Consuming the Rural 5. Developing the Rural 6. Living in the Rural 7. Performing the Rural 8. Regulating the Rural 9. Re-making the Rural

October 2010: 216 x 138: 336pp
Hb: 978-0-415-44239-8: **£80.00 \$140.00**
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For more information, visit:

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Scale

Andrew Herod, University of Georgia, USA



Geographical scale is a central concept enabling us to make sense of the world we inhabit. Amongst other things, it allows us to declare one event or process a national one and another a global or regional one. However, geographical scales and how we think about them are profoundly contested, and the spatial resolution at which social processes take place – local, regional or global – together with how we talk about them has significant implications for understanding our world.

Scale provides a structured investigation of the debates concerning the concept of scale and how various geographical scales have been thought about within critical social theory. Specifically, the author examines how the scales of the body, the urban, the regional, the national, and the global have been conceptualized within Geography and the social sciences more broadly. The first part of the book provides a comprehensive overview of how different theoretical perspectives have regarded scale, especially debates over whether scales are real things or merely mental contrivances and/or logical devices with which to think, as well as the consequences of thinking of them in areal versus in networked terms. The subsequent five chapters of the book then each takes a particular scale: the body; the urban; the regional; the national; the global and explores how it has been conceptualized and represented discursively for political and other purposes.

The first single-author volume ever written on the subject of geographical scale, this book provides a unique overview in pushing understandings of scale in new and original directions. The accessible text is complimented by didactic boxes, and *Scale* serves as a valuable pedagogical reference for undergraduate and postgraduate audiences wishing to become familiar with such theoretical issues.

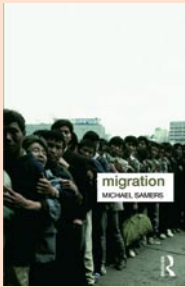
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Migration

Michael Samers, University of Kentucky, USA



In the context of global security concerns, humanitarian crises and skill shortages migration and immigration have become central to economic, political and social debates at the beginning of the twenty-first century. And while migration and immigration have certainly not escaped the attention of social scientists, the study of both remains the most 'under-served' academic domain with respect to introductory texts.

It is not surprising then that even fewer books have explored the contours of these social phenomena from an explicitly geographical perspective – in other words, in terms of 'space', 'place' and 'scale'.

Migration is an advanced, yet accessible, introduction to migration and immigration in a global context. It offers a critical, multi-disciplinary approach to the subject, borrowing from human geography, political science, social anthropology and sociology. However, unlike other broad volumes on the subject, it emphasises a theoretical and conceptual approach to the study of migration. Specifically, *Migration* adopts a unique geographical approach by employing spatial concepts such as place, scale, and territory. Using these spatial concepts, the author argues that most studies of migration begin with either an undue emphasis on nation-states as a lens on migration or on the contrary rely on exaggerated notions of trans-nationalism. *Migration* neither neglects the importance of nation states nor the significance of transnationalism, but it focuses on how local contexts matter to migration. The book covers such topics as migration categories, the explanation of different forms of migration, migration and employment, the geopolitics of migration and immigration and citizenship, rights, and belonging.

This text is clearly written in an engaging and accessible manner for an undergraduate audience. Its clear structure is complemented by a combination of pedagogical features, such as case-study boxes, summary questions at the end of each chapter and a glossary. The book is designed for courses and modules on migration and immigration at the undergraduate and postgraduate levels and both students and academics will find it exceptionally useful.

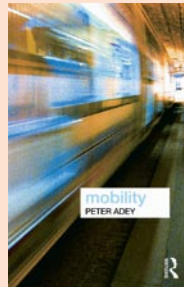
Selected Contents: 1. Introduction 2. Explaining Migration Across International Borders 3. Geographies of Migration and Work 4. Geo-political Economies of Migration Control 5. Geographies of Migration, Citizenship and Belonging 6. Conclusions

2009: 216 x 138: 392pp
Hb: 978-0-415-77665-3: **£80.00 \$130.00**
Pb: 978-0-415-77666-0: **£22.99 \$39.99**

For more information, visit:
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Mobility

Peter Adey, Keele University, UK



'A central strength of this book is its emphasis on the need for the study of mobilities to be a multidisciplinary exercise. It is not often that I am tempted to read a book from cover to cover in a single day, but this has proved to be one such occasion.'
– Professor A G Champion,
Newcastle University, UK

As everything from immigration, airport security and road tolling become headline news, the need to understand mobility has never been more pertinent. Yet 'mobility' remains remarkably elusive in summary and definition. This introductory text makes 'mobility' tangible by explaining the key theories and writings that surround it. This book traces out the concept of mobility as a key idea within the discipline of geography as well as subject areas from the wider arts and social sciences.

The text takes an interdisciplinary approach to draw upon key writers and thinkers that have contributed to the topic. In analyzing these, it develops an understanding of mobility as a relationship through which the world is lived and understood. *Mobility* is organised around themed chapters discussing – Meanings, Politics, Practices and Mediations and the book identifies the evolution of mobility and its implications for theoretical debate. These include the way we think about travel and embodiment, to regarding issues such as power, feminism and post-colonialism. Important contemporary case-studies are showcased in boxes. Examples range from the mobility politics evident in the evacuation of the flooding of New Orleans, xenophobia in Southern Africa, motoring in India, to the new social relationships emerging from the mobile phone. The methodological quandaries mobility demands are addressed through highlighted boxes discussing both qualitative and quantitative research methods.

Arguing for a more relational notion of the term, the book understands mobility as a keystone to the examination of issues from migration, war and transportation; from communications and politics to disability rights and security. Key concept and case-study boxes, further readings, and central issue discussions allow students to grasp the central importance of 'mobility' to social, cultural, political, economic and everyday terrains. The text also assists scholars of Geography, Sociology, Cultural Studies, Planning, and Political Science to understand and engage with this evasive concept.

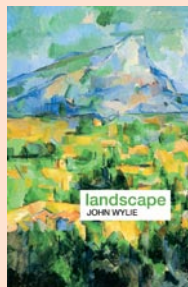
Selected Contents: 1. Introduction 2. Meaning 3. Politics 4. Practices 5. Mediations 6. Conclusion

2009: 216 x 138: 288pp
Hb: 978-0-415-43399-0: **£80.00 \$130.00**
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Landscape

John Wylie



'I found Wylie's Landscape refreshingly clear and jargon-free with examples one could relate to. In sum, the book is extremely well written and very accessible and would make a valuable addition to any personal or institutional library.' – *Nina J. Morris, University of Edinburgh, UK*

A stimulating introduction, this book explores the concept of 'landscape' in theories and

writings of the last twenty to thirty years, to aid students in fully comprehending this vast and complex topic.

Selected Contents: 1. Introduction 2. Landscaping Traditions 3. Ways of Seeing 4. Cultures of Landscape 5. Landscape Phenomenology 6. Prospects for Landscape

2007: 216 x 138: 264pp

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Nature

Noel Castree

'Whether scholar or student, this book is an important read for those interested in nature and breadth of our discipline extending across human and physical geography'. - *Annals of the Association of American Geographers*

'His book will help students and colleagues to place themselves within the scope of geographical research about nature - *Joe Smith, Cultural Geographies*

Synthesizing complex theories, debates and information on nature this text explores the ways in which nature has been studied, emphasizing the relationships and differences between diverse branches of geography.

Selected Contents: 1. The Idea of Nature 2. The Nature of Geography 3. De-Naturalisation: Bringing Geography Back In 4. Two Natures: The Dis/unity of Geography 5. After Nature 6. Conclusion: Geography's Natures

2005: 216 x 138: 312pp

Hb: 978-0-415-33904-9: **£80.00 \$150.00**

Pb: 978-0-415-33905-6: **£20.99 \$44.95**

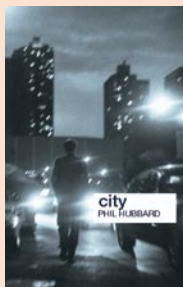
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City

Phil Hubbard



Phil Hubbard locates the concept of 'the city' within current traditions of social thought, providing a basis for understanding its varying usages and meanings through a critical discussion of the contribution of key authors and thinkers.

Selected Contents: Introduction 1. Urban Theory, Modern and Postmodern 2. The Represented City 3. The Everyday City 4. The Hybrid City 5. The Intransitive City 6. The Creative City Conclusion

2006: 216 x 138: 312pp

Hb: 978-0-415-33099-2: **£65.00 \$120.00**

Pb: 978-0-415-33100-5: **£20.99 \$49.95**

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Home

Alison Blunt and Robyn Dowling



An essential guide to studying home and domesticity, this book locates 'home' within wider traditions of thought across the social sciences and humanities, analyzing different sources, methods and examples in historical and contemporary contexts.

Selected Contents: 1. Setting Up Home: An Introduction 2. Representing Home 3. Residence: House-as-Home 4. Home, Nation and Empire 5. Transnational Homes 6. Leaving Home

2006: 216 x 138: 320pp

Hb: 978-0-415-33274-3: **£80.00 \$150.00**

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Adaptation to Climate Change



From Resilience to Transformation

Mark Pelling, Kings College London, UK

The impacts of climate change are already being felt. Learning how to live with these impacts is a priority for human development. In this context, it is too easy to see adaptation as a narrowly defensive task – protecting core assets or functions from the risks of climate change. A more profound engagement, which sees climate change risks as a product and driver of social as well as natural systems, and their interaction, is called for.

Adaptation to Climate Change argues that without care, adaptive actions can deny the deeper political and cultural roots that call for significant change in social and political relations if human vulnerability to climate change associated risk is to be reduced. This book presents a framework for making sense of the range of choices facing humanity, structured around resilience (stability), transition (incremental social change and the exercising of existing rights) and transformation (new rights claims and changes in political regimes). The resilience-transition-transformation framework is supported by three detailed case study chapters. These also illustrate the diversity of contexts where adaption is unfolding, from organisations to urban governance and the national polity.

This text is the first comprehensive analysis of the social dimensions to climate change adaptation. Clearly written in an engaging style, it provides detailed theoretical and empirical chapters and serves as an invaluable reference for undergraduate and postgraduate students interested in climate change, geography and development studies.

Selected Contents: Part 1: Framework and Theory

1. Intellectual and Policy Context
2. Understanding Adaptation
- Part 2: The Resilience-Transition-Transformation Framework**
3. Adaptation as Resilience: Social Learning and Self-Organization
4. Adaptation as Transition: Risk and Governance
5. Adaptation as Transformation: Risk Society, Human Security and the Social Contract
- Part 3: Living with Climate Change**
6. Adaptation Within Organizations
7. Adaptation as Urban Risk Discourse and Governance
8. Adaptation as National Political Response to Disaster
- Part 4: Adapting with Climate Change**
9. Conclusion: Adapting with Climate Change

October 2010: 234 x 156: 216pp
Hb: 978-0-415-47750-5: **£75.00 \$125.00**
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Envisioning Landscapes, Making Worlds



Geography and the Humanities

Edited by **Stephen Daniels**, University of Nottingham, UK, **Dydia DeLyster**, Louisiana State University, USA, **J. Nicholas Entrikin**, UCLA, USA and **Doug Richardson**, Association of American Geographers, USA

December 2010: 234 x 156: 456pp
Hb: 978-0-415-58977-2: **£85.00 \$140.00**
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Handbook of Local and Regional Development

NEW

Edited by **Andy Pike**, Newcastle University, UK, **Andres Rodriguez-Pose**, London School of Economics, UK and **John Tomaney**, Newcastle University, UK

The Handbook of Local and Regional Development provides a comprehensive statement and reference point for local and regional development. The scope of this *Handbook's* coverage and contributions engages with and reflects upon the politics and policy of how we think about and practice local and regional development, encouraging dialogue across the disciplinary barriers between notions of 'local and regional development' in the Global North and 'development studies' in the Global South.

This *Handbook* is organized into seven inter-related sections, with an introductory chapter setting out the rationale, aims and structure of the *Handbook*.

With over forty contributions from leading international scholars in the field, this *Handbook* provides critical reviews and appraisals of current state of the art conceptual and theoretical approaches and future developments in local and regional development.

Selected Contents: Section 1: Local and Regional Development in a Global Context Section 2: Defining the Principles and Values of Local and Regional Development Section 3: Concepts and Theories of Local and Regional Development Section 4: Government and Governance Section 5: Local and Regional Development Policy Section 6: Global Perspectives Section 7: Reflections and Futures

October 2010: 246 x 174: 704pp
Hb: 978-0-415-54831-1: **£125.00 \$200.00**

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GeoHumanities

NEW



Art, History and Text at the Edge of Place

Edited by **Michael Dear**, **Jim Ketchum**, **Sarah Luria** and **Douglas Richardson**

December 2010: 234 x 156: 376pp
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Pb: 978-0-415-58980-2: **£24.99 \$47.95**

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The Globalization of Advertising

NEW

Agencies, Cities and Spaces of Creativity

James Faulconbridge, University of Lancaster, UK, **Peter J. Taylor**, **J.V. Beaverstock** and **C. Nativel**

Series: Routledge Studies in Human Geography

The role of advertising in everyday life and as a major employer in post-industrial economies is in many ways bound up with processes of contemporary globalization. At centre of the advertising industry are the global advertising agencies which have an important role in developing global brands which are reliant on advertising for their worldwide diffusion and also in developing national brands. But how is the production of advertising, whether for national or international markets, organised in leading global agencies? Where does advertising work get done and why do agencies have particular locational geographies that favour some places over others? What impact has outsourcing had on advertising work in cities such as New York and Detroit? This book explores these questions through detailed study of the contemporary work of the advertising industry in three US cities.

By drawing on a previously unpublished research that collected insights in the form of quantitative and qualitative data, the book unpacks the contemporary structure and spatial organization of global advertising agencies and the way this is defined by advertising as a cultural product and time-space sensitive service.

In particular, this book reveals how the role of New York, Detroit and Los Angeles in advertising work has changed radically over recent years. These cities in the USA – the preeminent market for advertising – have experienced both growth and decline in employment as a result of their position in global networks of advertising work, networks that operate in the context of the rise of new and emerging centres of advertising in Asia and South America.

December 2010: 234 x 156: 256pp
Hb: 978-0-415-56716-9: **£85.00 \$140.00**

For more information, visit:
www.routledge.com/9780415567169



Design Economies and the Changing World Economy

NEW

Innovation, Production and Competitiveness

John Bryson, University of Birmingham, UK and
Grete Rusten, University of Bergen, Norway

Series: Routledge Studies in Human Geography

Manufacturing and service companies based in high cost locations are increasingly finding it difficult to compete on price with producers located in countries like India and China. Companies located in high-cost locations either have to shift production abroad or compete on speed of production, closeness to market, technology and design. This book explores the development and operation of design economies and design-intensive firms; countries and firms whose competitive advantage is founded upon design rather than price.

The book develops a comprehensive account of the relationship between design and competitiveness by identifying and exploring the nature of design-based competitive advantage. The concept of a design economy is developed to describe countries that are increasingly creating competitive advantage based on design rather than price. Design economies are explored through an analysis of corporate strategies, the relationship between product and designer, design and designer biographies and design-centred regional and national policies.

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