

[Download] Small Business and the City: The Transformative Potential of Small Scale Entrepreneurship (Rotman-UTP Publishing)

Small Business and the City: The Transformative Potential of Small Scale Entrepreneurship (Rotman-UTP Publishing)

Rafael Gomez, Andre Isakov, Matthew Semansky
*Download PDF / ePub / DOC / audiobook / ebooks

SMALL BUSINESS & THE CITY

The Transformative Potential
of Small-Scale Entrepreneurship

Rafael Gomez, Andre Isakov & Matt Semansky



[Download](#)

[Read Online](#)

#2503743 in eBooks 2015-02-13 2015-03-02 File Name: B00UC99514 | File size: 38.Mb

Rafael Gomez, Andre Isakov, Matthew Semansky : Small Business and the City: The Transformative Potential of Small Scale Entrepreneurship (Rotman-UTP Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised Small Business and the City: The Transformative Potential of Small Scale Entrepreneurship (Rotman-UTP Publishing):

0 of 0 people found the following review helpful. InterestingBy DarrenIngram_dot_comThe power and role of a small

business is something that can be frequently overlooked, especially by local and national governments. Sure, they may talk the talk at times but the reality is that small businesses and the entrepreneurs that drive them are often forgotten or passed over as a tolerated irritation. Yet many of today's smaller businesses can be the medium or larger business of tomorrow. This is a very academic book, focussing on a Canadian small business concept called 'Business Improvement Area' that has been successfully 'exported' and implemented in many other countries. The authors consider how entrepreneurship has transformed local neighbourhoods and the cities in which they operate, bolstered by cooperation and resource pooling to provide hubs of urban regeneration, talent incubators and sowing the seeds for even-greater success. This is clearly a specialist read that will probably not fall on the radar of the general reader, yet this is a shame. The authors correctly note how many politicians focus their encouragement of business to the more fickle, less loyal larger business, giving disproportionate tax breaks and other assistance in the hope of kickstarting an area or encouraging the halo-effect. Yet, are they ignoring the potential growth and scale of the smaller businesses, their powers to sustain the local environment and their capability to innovate? Should you not tire of the voluminous information provided, there is a mass of further reading suggestions within the book's extensive bibliography. It is hoped that the promised index (missing in this review copy) is similarly comprehensive as it could be a necessary navigational aid. In conclusion, an interesting and thought provoking book that could interest a lot more people than you might expect, even if they probably won't stumble over it by accident.

In *Small Business and the City*, Rafael Gomez, Andre Isakov, and Matt Semansky highlight the power of small-scale entrepreneurship to transform local neighbourhoods and the cities they inhabit. Studying the factors which enable small businesses to survive and thrive, they highlight the success of a Canadian concept which has spread worldwide: the Business Improvement Area (BIA). BIAs allow small-scale entrepreneurs to pool their resources with like-minded businesses, becoming sources of urban rejuvenation, magnets for human talent, and incubators for local innovation in cities around the globe. *Small Business and the City* also analyses the policies necessary to support this urban vitality, describing how cities can encourage and support locally owned independent businesses. An inspiring account of the dynamism of urban life, *Small Business and the City* introduces a new 'main street agenda' for the twenty-first century city.

This book provides a rich analysis of the strengths and weaknesses of small firms in a dynamic context like Canada. (Alessandra Micozzi *Scienze Regionali* vol 16:01:2017) A most useful book, especially for the city planner, urban geographer, and anyone who cares about the future of cities. Relevant case analyses are embedded in a coherent structure that provides practical examples of past successes and failures as well as sensible policy recommendations for the future. Highly recommended. (David K. Foot, Professor Emeritus, Department of Economics, University of Toronto, and author of 'Boom, Bust Echo: How to Profit from the Coming Demographic Shift') *Small Business and the City* is a plea for a 'small is beautiful' approach to business, urban scale, and public sector decision-making. Gomez, Isakov, and Semansky's evocative descriptions of Business Improvement Areas teach far more about BIAs, their operations, and the thinking of their members than do tables of statistics on these organizations. (Pierre Filion, Professor, School of Planning, University of Waterloo) Each atomistic transaction between a small business and a customer provides the flare for a rich economic eruption, encompassing spillovers and interactions with other firms, citizens, and the built environment. This book offers a bold explanation of how cities can succeed by nurturing and harnessing these powerful interactions to create dynamic communities and growing economies. (Kevin Milligan, Associate Professor, Vancouver School of Economics, University of British Columbia) About the Author Rafael Gomez is an associate professor of Employment Relations at Woodsworth College and the Centre for Industrial Relations and Human Resources at the University of Toronto. Andre Isakov is currently the Manager of Park Planning and Design with the City of Coquitlam, British Columbia. Previously, he was the Community and Economic Development Officer for the Village of Harrison Hot Springs and the Executive Director of Business Improvement Areas of British Columbia (BIABC). Matt Semansky is an award-winning journalist based in Dartmouth, Nova Scotia. His work has appeared in publications such as *This Magazine*, the *National Post*, the *Halifax Chronicle Herald*, *The Coast*, and *Marketing*.