

**MARKETING SCHOOLS, MARKETING CITIES: WHO
WINS AND WHO LOSES WHEN SCHOOLS BECOME URBAN
AMENITIES**

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MAIA BLOOMFIELD CUCCHIARA - Google Scholar Citations

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They shared anecdotal accounts and used extensive word-of-mouth campaigns to draw even more middle-class families. Anaid marked it as to-read Dec 23, Contested Water. MichaelB. Chase M. One assumption underlying efforts to attract middle- and upper-middle-class residents to the city is that their presence will lead to improved conditions for all, as the often-used phrase "a rising tide lifts all boats" implies.

Whilesympathetic to the goal of the CCSI and the problems it was trying to address in some areas, groups of middleclass parents have started their own campaigns to transform and market their neighborhood schools. Her ethnographic accounts create a rich narrative and open up critical questions about policy in large urban school districts.