

# Branding politics in global cities - the decline of machine politics in Bogota, Naples, and Chicago

Cambridge University Press - Branding politics in global cities (2009 edition)

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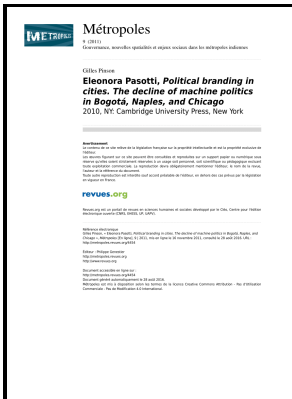
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Brands and Megaprojects -- 6.

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The analysis demonstrates the potential of city-level comparisons to generate genuine insights into global shifts in the relations between governing and the governed. Drawing on the experiences of three cities on three continents, Eleonora Pasotti fills the gap by showing how cities suffering for decades from poor government, entrenched patronage, lack of development, and social conflict made a transition to a new form of governance: brand politics. Facilitated by the joint presence of direct elections, low party discipline, and high rates of municipal fiscal self-reliance, brand politics breaks a vicious cycle of skepticism and inertia, and opens the window for a broad set of reforms.

**Political branding in cities : the decline of machine politics in Bogotá, Naples, and Chicago / Eleonora Pasotti.**

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Her research explores the dynamics of preference formation, explored through an analysis of the transformation of patronage politics.

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