**"Community development" is a buzzword**

- "a word or phrase, often an item of jargon, that is fashionable at a particular time or in a particular context"
- Cooper hospital, Wholefoods, our PhD program, classes
- usually "community development" doesn't mean anything it just sounds good
- like we do development with community, but it is a mere ad/commercial to sell better whatever we do and sell
  ○ it's all about $
- a similar catchphrazes in business: "global" "leadership" "challenge" "solution"
- SWB research is not immune! we now have "happiness industry" (?)
- we will focus later on fake urban/capitalistic community