

Press Release

Cergy, 31st May 2010

Urban-Planning for the 21st Century ESSEC and publisher *Editions de l'Aube* launch a new collection

Cities and more generally, regional districts, are home to the majority of the population, are the hubs of activity, and collective intelligence, regulate the economy and dictate social interaction norms. However, they can also, on a worldwide level, contribute to increasing economic inequality and become the object of social and political conflict. They are at the heart of some of the most pressing issues of the 21st century.

ESSEC's Urban Economy Chair encourages local public bodies and companies to improve management policies and increase the efficiency of their contractual relationships, by promoting stability and prosperity in cities and districts.

ESSEC has therefore decided to join forces with French publisher, *Editions de l'Aube*, to launch the collection, ***Villes et Territoires ('Towns and Districts')*** under the direction of **Franck Vallérugo, Director of the ESSEC Urban Economy Chair, and Jean Viard, sociologist, Director of *Editions de l'Aube*.**

The mission of the collection is threefold: Share knowledge and best practices with public organizations and companies, encourage political and scientific debate on the contemporary issues that both local authorities and companies are facing, and pay homage to the historical events and leading individuals in this sector in France and worldwide.

The first publication has already been released: ***A World of Cities - Marketing sustainable districts****, by **Patrice Noisette and Franck Vallérugo**. It tackles the complex challenge of maintaining commercial competitiveness and attractiveness in development strategy, whilst simultaneously respecting basic, human needs such as 'community living'. It proposes that an urban marketing strategy which simultaneously addresses public objectives and the needs of companies and people, as a solution.

Patrice Noisette, ESSEC, Doctor of Urban-Planning, teaches at ESSEC, and is Pedagogic Director of the Advanced Master in Urban, Environmental and Services Management.

Franck Vallérugo, ESSEC, Doctor of Urban-Planning, is a professor at ESSEC and Director of the Urban Economy Chair.

A second publication has recently been released, ***'Urbatopie' – Cities leading the way in 21st century urban-planning*****, by **Jean Haentjens**. A number of other publications are also in the pipeline, covering subjects such as local public management, collective services, communication in cities, social housing, urban government, and the symbolic representation of the 'city' in cinema and throughout history.

** Un monde de villes, le marketing des territoires durables

* Urbatopie, ces villes qui inventent l'urbanisme du XXI^{ème} siècle

About ESSEC

The ESSEC Group, *Ecole Supérieure des Sciences Economiques et Commerciales*, founded in 1907, is a major actor in management education on the world scene. With 4,200 students, a wide range of academic programs offered in management, partnerships with the most prestigious universities in the world, a network of 35,000 alumni, and a faculty composed of 135 permanent professors, renowned for quality and influential research, ESSEC has an established reputation for academic excellence and an innovative socially and economically aware, open-minded culture. For additional information: www.essec.edu

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