



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

Rafael Gomez, Andre Isakov, Matthew Semansky

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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.

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