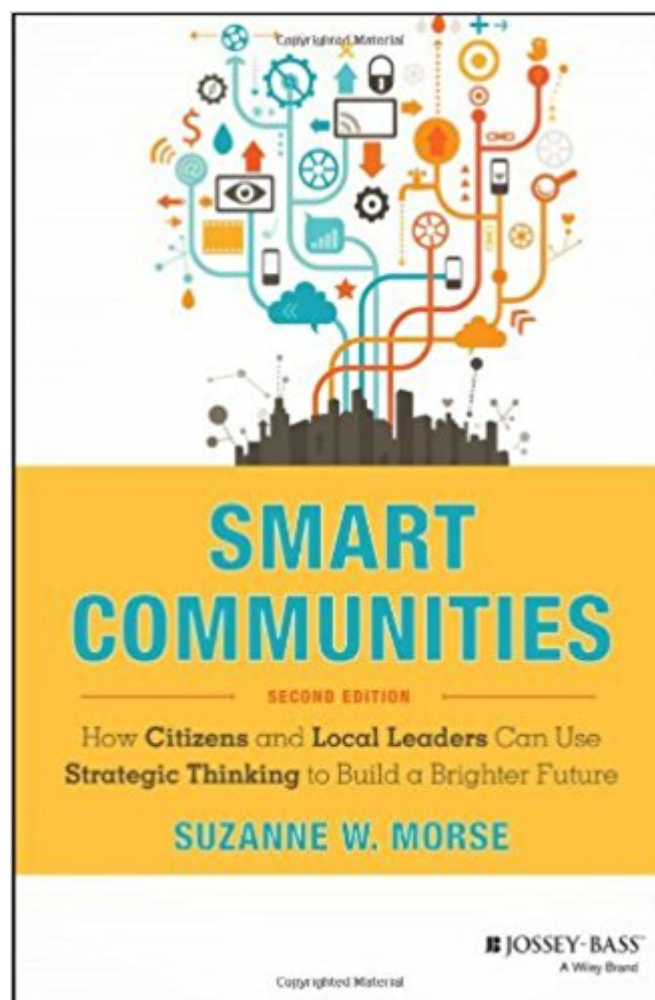


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Smart Communities: How Citizens And Local Leaders Can Use Strategic Thinking To Build A Brighter Future (Essential Texts For Nonprofit And Public Leadership And Management)





Synopsis

The new edition of the acclaimed guide to strategic decision-making in community planning, development, and collaboration Based on the results of more than a decade of research by the Pew Partnership for Civic Change, *Smart Communities* provides directions for strategic decision-making and outlines the key strategies used by thousands of leaders who have worked to create successful communities. Outlining seven "leverage points" for decision-making used by thousands of leaders who have worked to create successful communities, this new Second Edition offers leaders from both the public and private sectors the tools they need to build a civic infrastructure and create a better future for all the community's citizens. Second Edition has been thoroughly updated with current knowledge and research Covers new developments from current design thinking and strategy literature to innovation and invention in communities Advises on how to create community readiness that will help avert problems before they begin All case vignettes have been revised to include more detailed information about the process and application of the seven leverage points Examples from communities around the country illustrate how these change agents' well-structured decision-making processes can be traced to their effective use of the seven key leverage points *Smart Communities* offers hope to those who are striving to improve their communities and addresses vital issues such as poverty, race relations, and children's health and welfare.

Book Information

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Customer Reviews

“Anyone who dreams of making his or her community a better place to live and work should read this book. It is a refreshingly practical primer on how towns, cities, and regions can create a shared vision and measurable impact.”
 —Janice C. Kreamer, president and CEO, Greater Kansas City Community Foundation
 “Innovation and entrepreneurship have always been the driving forces behind the success of U.S. commerce and industry. Smart Communities clearly demonstrates with real and compelling examples that these same forces are just as important in the public and nonprofit sectors and are making a difference in communities all over America.”
 —Michael Rubinger, president, Local Initiatives Support Corporation
 “Everyone who is working to bring about positive change in their communities, from college presidents to next-door neighbors, will be grateful that Suzanne Morse is sharing her vast experience in community building in this highly readable and helpful book. It provides a roadmap for any community, large or small, that wants to create a better future by working together for effective change.”
 —Elizabeth L. Hollander, executive director, Campus Compact
 “Using the insight gained from having a front row seat watching community change, Suzanne Morse has distilled those observations into a strategy for success. Her practical formula builds upon the good that exists in communities now to help them transform their neighborhoods and the nation with principles, planning, and perseverance.”
 —Angela Glover Blackwell, president, PolicyLink, and coauthor, *Searching for the Uncommon Good*
 “Rare is the book which weaves civic stories with wise counsel about what we must do to foster communities that present and future generations will respect and hold dear. This book speaks to the aspirations of all American citizens who lead, volunteer, and give in the places they live.”
 —Gregg Behr, president, The Forbes Funds, and founding director, The Content of Our Character Project
 “The book is a Matisse drawing of communities—fresh, concise, and very, very timely.”
 —Frieda Garcia, former president, United South End Settlements
 --This text refers to an out of print or unavailable edition of this title.

Completely revised and updated, the second edition of *Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Brighter Future* further examines the seven “leverage points” for decision making introduced by Suzanne Morse in the widely acclaimed first edition, originally published in 2004. Advances in technology, a massive recession, natural disasters, and changes in mainstream culture have been part of the enormous social and technological changes of the past decade. But while much has changed, much also remains the

same with respect to poverty and economic issues. Morse's proven system is as relevant today as it was a decade ago. To date, it has been adopted by thousands of community leaders from around the globe to enable them to build successful communities through informed decision making, cooperation, identification of strengths, and smart strategies. This edition has been updated to reflect our world as it exists today, including completely rewritten case studies that include more detailed information about the application of the seven leverage points, and a more extensive discussion of the entire process as a whole. Suzanne W. Morse is an authority on building smart communities, speaking regularly for large audiences on urban and environmental planning. She has incorporated all of the most up-to-date knowledge and current research into this edition, and has gone further in depth to discuss the evolution of societal problems and how the leverage points can be applied to produce a specific outcome. The secret, she says, is not only having an implementation strategy for the long-run, but also working with precise community priorities to affect real and lasting change.

An excellent book which will make you completely re-think what you thought possible and what is possible if you allow yourself to act in a different manner.

I bought this book for my Master's in Public Adm class. love it & she autographed the book, too. Wow!

If you are a community leader, looking for fresh ideas, and strategic plans, this is the book for you.

I'm sure that you are busy. I've got a lot of things to do myself, more than I can get done today. And then the time comes when you have to stop being busy, some times you just have to sit and let the batteries recharge. As the old saying goes, sometimes I sits and thinks, and sometimes I just sits. And the question has to come up of what can one person, you or me do to make the community we live in a better place. Suzanne Morse's book can't tell you what you can do. But it can tell you what other people like you have done. Will her ideas work in New York City, no. Will they work on the block you live in within New York City, in the neighborhood you live in, yes. Meanwhile I've got to quit writing about this book. I'm going help the local community theater try to get started. I don't know anything about theater, but I can find some way to help, even if it's just sweeping the floor.

Finally, an exceedingly hopeful book about how to effect meaningful change in a community, large

or small. Here, Dr. Suzanne Morse, in her characteristic lively and to-the-point style, has given us a guide, replete with documented examples of how to move the needle on those issues we're all too familiar with: poverty, lack of a broad base of leadership, children's welfare. Armed with more than 10 years of hands on experience working with groups in communities all across the country, Dr. Morse's book, as well as many of her other supportive pieces such as *What Works*, guarantees us all that we no longer have to start at square one. If you were depressed by Robert Putnam's novel a few years back, *Bowling Alone*, which bemoaned the lack of citizen involvement in communities today, this book and the work of Dr. Morse will give you not only hope but the tools to join forces with others where you live to make a difference. Read it for the sheer joy of finding out how this is done, and done well. Each chapter ends with, *How to Get Started in Your Community*, a virtual workbook for action. Her reference section will also help guide you in fruitful directions. Putnam's latest book, *Better Together: Restoring the American Community*, speaks of a hint that citizens are beginning to "bowl together". Dr. Morse's book is proof that they are and have been doing so effectively for the past decade. Enjoy--an exhilarating read.

Just started reading this for a course at Capella. Really great book with insightful information. Debating whether I should purchase a hard copy in addition to the e-book.

I got this book because it is being used as a textbook for a college course I am taking, but once I got into the book, I started enjoying it. Morse is a real excellent writer and she makes the subject matter of creating good communities interesting. Normally, I would dread reading a book for class, but this one is a good read especially for those who want to be more involved in making a smart community.

I was attracted to this book while looking for insights into strategic thinking for work in another arena. I was not disappointed. *Smart Communities* offers many very useable ideas for anyone with responsibilities for thinking and acting strategically to enhance our lives together. And that probably includes most everyone. Along with very practical help, the accounts and interpretations of real experiences also offer inspiration and hope.

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