

[Home](#) > Send by email

**Your email \***

**Your name**

**Send to \***

Enter multiple addresses separated by commas and/or different lines.

**Subject \***

Someone has sent you a message from Penn GSE Perspectives on Urban Edu

**Page to be sent**

[Marketing Schools, Marketing Cities: Who Wins and Who Loses When Schools Become Urban Amenities. Maia Bloomfield Cucchiara. University of Chicago Press, 2013. 304 pp. \[1\]](#)

**Your message \***

Send email

Cancel

[Report accessibility issues and request help](#)

Copyright 2025 The University of Pennsylvania Graduate School of Education's Online Urban Education Journal

**Source URL:** <https://urbanedjournal.gse.upenn.edu/printmail/306>

**Links**

[1] <https://urbanedjournal.gse.upenn.edu/archive/volume-12-issue-1-spring-2015/marketing-schools-marketing-cities-who-wins-and-who-loses-when>