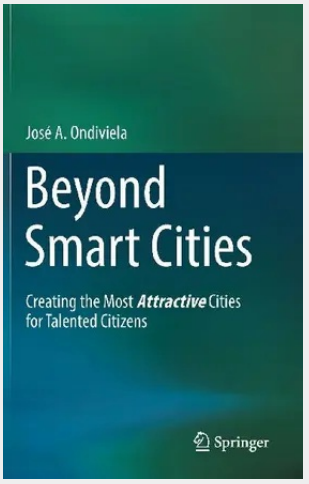
Ondiviela

Beyond Smart Cities

Creating the Most Attractive Cities for Talented Citizens



Cities are experiencing unprecedented times. In addition of managing the best possible post-pandemic recovery, Cities are at the beginning of the 4th industrial revolution, and all want to play a relevant role in it. To achieve this, they must retain and attract the necessary talent. There is a fierce competition where cities transform to become as attractive as possible. But what makes a city attractive (from emotional and rational sides) to talented citizens?
For mayors and city directors: how can I prepare my city for this goal? What kind of transformations in the medium-long term should I develop? And in the short term, what processes and technologies (SmartCity) should I put in place?
And from the point of view of citizens: how do I choose the best city to develop my full potential? Which one offers me the best citizenship contract? Where am I going to enjoy the best services with the highest quality of life and lower taxes/cost of life? In addition, the city must be attractive, with a strong identity and dynamism and promising future. Can I find the cities that best suit my aesthetic and emotional preferences, and that also offer me the services that I consider a priority at the lowest cost to my pocket? Find all the answers in this book.

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