

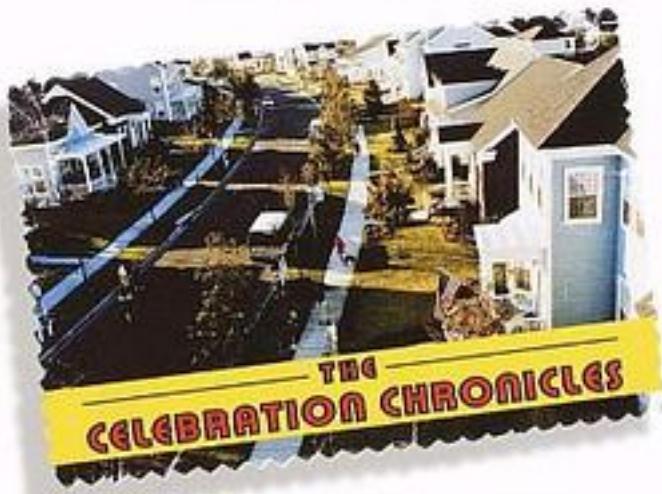
The Celebration Chronicles

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"Entertaining...insightful...

Ross is a raconteur with delicious—and telling—anecdotes."

—The New York Times Book Review



LIFE, LIBERTY, AND
THE PURSUIT OF PROPERTY VALUE
IN DISNEY'S NEW TOWN

ANDREW ROSS

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著者:Ross, Andrew

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Scholar and iconoclast Andrew Ross spent a year living in the much scrutinized, and often demonized, Celebration--the picture-perfect town that Disney is building for 20,000 people in the swamp and scrub of central Florida. Lavishly planned with a downtown center and newly minted antique homes, and front-loaded with an ultraprogressive school, hospital, and high-tech infrastructure, Celebration was to offer a fresh start in a world gone wrong. Yet behind the picket fences, gleaming facades, and "Kodak moment" streetscapes, Ross discovered a real place with real problems, and not a theme park village cooked up by the Imagineers. Compelling and wide-ranging in its analysis, *The Celebration Chronicles* provides a startlingly fresh perspective on the link between contemporary urban planning and corporate bottom lines.

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