Contents

Foreword Introduction	ix xvii
2. How Capital Shapes Our Cities	43
3. The Producers and Consumers of New York City	63
4. Rezoning New York City	91
5. The Rezoning That Almost Killed Coney Island	141
6. The Power Branders of New York City	171
7. A Different Brand of Mayor	209
Afterword: Engineering the City for the Elite	235
Acknowledgments	243
List of Figures	245
Notes	249
Bibliography	281
Index	217