

planning community, including voters and politicians, to take advantage of the new interest in equity-oriented regionalism and begin to build coalitions based on common community concerns.

Karen Chapple

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Regional Economic Development: Analysis and Planning Strategy

Robert Stimson, Roger Stough, and Brian Roberts. Springer Verlag, Berlin, 2002. 406 pages. \$89.95.

This book provides a useful treatment of methods of regional economic analysis and then integrates these methods with strategies for local and regional economic development. Unlike most regional economics texts, *Regional Economic Development* bridges the chasm between methods and strategic planning by developing a "how to" framework to assist planners in assessing the performance of their regional economies and to guide them in developing economic development strategies.

There are 10 chapters, all of which include case studies that illustrate the application of the concepts and tools discussed. The examples span a wide range of geographies, because the authors are from Australia and North America. The early chapters do not discuss anything new to regional scientists or practicing planners. They simply introduce existing theories and models of regional economic development such as economic base, growth poles, industry attraction, and central place theory and discuss traditional tools for measuring regional economic performance, including shift-share and input-output analysis.

In chapter five the authors make a unique and innovative contribution to the field of economic development by focusing on how regions can strategically plan their future. The book goes beyond Harvard business professor Michael Porter's "industry cluster approach" ("Clusters and the New Economics of Competition," *Harvard Business Review*, 1998, 76(6), pp. 77-90) and discusses the difference between *operational effectiveness* and *strategy*. Operational effectiveness in economic development is defined as the application of "best practice approaches" for marketing and promotion, benchmarking, and infrastructure development to enhance economic performance and competitiveness. The authors argue that by adopting best practices, regions minimize differences between themselves and their competitors and effectively neutralize competitive advantages. The authors explain how a region can sustain a competitive advantage by using Porter's "productivity frontier curve" (p. 171), which constitutes the sum of all existing best practices at any given time for a region. They go on to explain why regions have to adopt a strategy that positions them on the competitive frontier. This means that economic development planners cannot focus on operational effectiveness alone, but must also use

strategies to identify and build on unique regional competencies and seek new opportunities to gain competitive advantage.

Chapters six and seven introduce specific tools for the formulation of regional economic development strategies such as industry cluster analysis and multisector analysis (MSA). MSA presented the most interesting insights because it is a technique that employs survey questionnaires and expert interviews to assess the strength and importance of factors related to the competitiveness of a region. The book provides a step-by-step guide to MSA, illustrating the technique with a case study of Northern Virginia, where industry experts were asked to identify factors that affect the performance of their firms. The results were aggregated and shown in matrix form. The technique can be a powerful tool in strategy formulation, because data is collected from industry insiders about the strengths and weaknesses of a region's economy. Planners will find these techniques can be easily applied in practice.

The book does suffer from some shortcomings. Most notably, it does not discuss new concepts of regionalism such as governmental fragmentation and interjurisdictional competition. Literature on new regionalism would have provided a broader perspective on how regions can organize for economic development and how barriers to regional planning can be overcome.

Too often, practicing economic development planners get bogged down in day-to-day negotiations with developers and lose sight of long-term goals and perspectives. Most economic development plans are generic and concerned with operational effectiveness rather than a strategic focus or goal. The authors are commended for highlighting the importance of developing strategies in economic development, and this book will help students and practicing planners understand this.

Heike Mayer

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Land Use Planning

Land Use Planning Made Plain, 2nd Edition

Hok-Lin Leung. University of Toronto Press, Toronto, 2003. 292 pages. \$29.95 (paperback).

Sequels have become an important staple among introductory planning texts, as with movies. They include such popular titles as *Urban Land Use Planning, 4th Edition* (University of Illinois Press, 1995), *The Practice of Local Government Planning, 3rd Edition* (ICMA, 2000), *Contemporary Urban Planning, 5th Edition* (Prentice Hall, 2000), and *The Urban Pattern, 6th Edition* (Van Nostrand Reinhold, 1995). A new title can be added to this worthy list with Hok-Lin Leung's *Land Use Planning Made Plain, 2nd Edition*, a sequel to his 1989 work. Leung states that the new edition