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## Preface

Whenever the topic of smart cities arises, the discussion quickly turns to images of otherworldly engineering ingenuity or visions of IT-based omnipotence. This *essential* aims to provide a context for those future scenarios. It deals with cities as places of action not only as relevant markets of the future, but also as living spaces. The analysis presented in this publication thus provides insights into a range of topics regarding cities of the future, on the one hand, but can also serve as a basis for market-oriented and customer-centered urban product development, on the other.

Although it is compact, this *essential* provides a comprehensive overview of the very dynamic global urban situation. Its purpose is to spark interest and point out that we all need to focus our attention on cities and current social trends. This publication is based on Dr. Chirine Etezadzadeh's consulting and research work and on her series of lectures on "product development for smart cities." More information is available at [www.SmartCity.institute](http://www.SmartCity.institute).



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