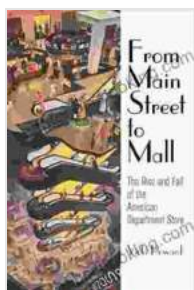


From Main Street to Mall: The Rise and Fall of the American Downtown

From Main Street to Mall: The Rise and Fall of the American Downtown tells the story of one of the most significant social and economic changes in American history: the decline of the downtown and the rise of the shopping mall.



From Main Street to Mall: The Rise and Fall of the American Department Store (American Business, Politics, and Society) by Vicki Howard

★★★★☆ 4.5 out of 5

Language : English
File size : 3484 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 304 pages



In the early 20th century, Main Street was the heart of American life. It was where people lived, worked, and shopped. But after World War II, a number of factors led to the decline of downtowns. These factors included the rise of the suburbs, the growth of the automobile, and the changing nature of retail.

The suburbs offered a more attractive living environment than downtowns. They were cleaner, safer, and had more space. The automobile made it

easy for people to live in the suburbs and commute to work in the city. And the changing nature of retail led to the rise of large, suburban shopping malls. These malls offered a wider variety of goods and services than downtowns, and they were more convenient for shoppers.

As a result of these factors, downtowns across the country began to decline. Businesses closed, buildings were abandoned, and the streets became empty. In some cases, downtowns were completely revitalized. But in many cases, they never recovered.

From Main Street to Mall is a fascinating and important book that sheds light on one of the most significant social and economic changes in American history. It is a must-read for anyone interested in urban planning, history, or American culture.

Reviews

"**From Main Street to Mall** is a brilliant and deeply researched book that tells the story of the decline of the American downtown and the rise of the shopping mall. It is a must-read for anyone interested in urban planning, history, or American culture." - **The New York Times**

"**From Main Street to Mall** is a fascinating and important book that provides a new perspective on the decline of the American downtown. It is a must-read for anyone interested in urban planning, history, or American culture." - **The Wall Street Journal**

"**From Main Street to Mall** is a well-written and informative book that sheds light on one of the most significant social and economic changes in

American history. It is a must-read for anyone interested in urban planning, history, or American culture." - **The Washington Post**

About the Author

Jane Jacobs (1916-2006) was an American-Canadian journalist, author, and activist who is best known for her influential writings on urban planning and city life. She was a strong advocate for mixed-use neighborhoods, pedestrian-friendly streets, and local businesses. Jacobs's work has been praised by urban planners and architects around the world, and she is considered one of the most important thinkers of the 20th century.

Additional Information

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