

The conceptions of urban Entrepreneurship: an analysis between Barcelona and Rio de Janeiro

This article, which was produced from the master's thesis in 2013, is an understanding of the "model" that local administrative authorities have been developing since the 1980s in various cities across the planet - the Urban Entrepreneurship. With analysis of their design, their strategies and problems arising from its implementation, can present some criticism of this way of managing a city.

Since the Brazilian Constitution of 1988, when the municipalities become autonomous federated entities, various strategies and governance arrangements are being implemented in them. We are talking about participatory budgeting, the "Entrepreneurship Government", the Solidary Local Governance and Urban Entrepreneurship, among others, to improve government activity, solve problems and promote development in cities.

This work, exploratory, aimed to understand one of these "modalities" of public management and its application in Brazil, namely: the Urban Entrepreneurship, which has been adopted not only in Brazilian cities, but in several cities worldwide.

In this regard was held literature on the subject, which allowed the identification of concepts, strategies, practices and criticisms of this type of management.

In the first part, we expose the theoretical explanations of what the Urban Entrepreneurship and the context of its emergence; the second meaning of the term Urban Entrepreneurship (with their descriptive synonyms) and strategies; the third part of the article there is the practice of public management mode in two cities: Barcelona - ES (international practice analysis) and Rio de Janeiro - BR (national practice analysis); in the fourth part, it is characterized the consequences and possible criticism of the use of this type of management in municipalities; and, finally, in the fifth, final considerations are made with inquiries regarding the practice of Urban Entrepreneurship in local government.

Key Words: Urban Entrepreneurship; urban restructuring; gentrification; city-marketing.