

# Experience and revelation of fine management in foreign cities

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**Abstract:** Refined management of the city from the Western Enterprise fine management, and has achieved significant results in urban management practices. This article combs the United States, UK, Japan advanced experience in urban fine management, Analysis of its laws and regulations, administrative mechanism, City Construction, success initiatives such as community services, The is followed by a revelation for China's national conditions.

**Keywords:** City Administration; Granular Management; Experience; Apocalypse

## 1. Introduction

with the growing urbanization process in China, brand awareness is increasingly being City Manager value. A good brand, An accurate positioning decision The future of urban development, and brands that fit the city's own development need to be carefully crafted plan. with justification, systematic Urban Administration optimization policy slightly, Keep the actions that are worth learning and use. This article passed the country outside The high efficiency, referral and push for fine city management with better results I, to learn about the more useful experiential applications, for our city The implementation of the fine management post Advantage, provides theoretical and practical references guide.

New York City in the process of meticulous urban management, more marked. Collation, Consolidation cases from the governance of urban graffiti in the region. graffiti behavior to city dwellers, Cultural exchange and economic and social situation stable set, has a different degree of negative impact. anti-coating through New York Raven action, anti-graffiti actions from the legislative, administrative mechanism, Build information flat Every link is done, Refine each process, make anti-graffiti line move Good effect. comparison, United States New York City passed laws, city Administration execution, Technical Security, A number of channels and means for residents to participate, Multiple-pronged in the legislative, Implementation and targeted initiatives, put forward effective strategies for implementing the city fine management of the final.

### 1.1 Establish a systematic system of urban management laws and regulations

in New York, legislation is the first step in anti-graffiti action. New York legislation prohibit graffiti activity, This has a clear legislative prohibitions specification console, to implement and promote urban graffiti management objectives, legal layer effective protection for faces, simultaneous, The also gives city administration in the governance graffiti phenomenon, Provides a valid legal specification, for specific management of city graffiti The provides the basis for control and punishment.

### 1.2 establishing a complete and systematic city management system

use effective city administration layout policies, establish fine management and governance strategy. refinement direction for city administration, Commitment to Professional division and coordinate channels of communication

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streamline the two dimensions for effective control . For example the execution of New York's anti-graffiti action , in Administrative enforcement , public Opinion , community opinion and public platform several dimensions of the action synchronized with , Interactive for . This highly synergistic Urban refinement Management initiative , to convex The show City Management module provides a good test platform for . This case is final effect , is refactored in New York City efficient , quality level city living and Living Environment , and Continue .

### 1.3 Build Network information platform as technical support

Network Technology Guarantee is New York in handling and executing both bad graffiti over A more efficient implementation platform for threads . one aspect This network technology mode implementation The spread of the publicity program , for with paint , Erase means to clean both have graffiti " Works ' , streamlining the city's dirty environment play a good technical platform Action . at the same time , The process of civic interaction participation also benefited from Network technology Platform Support .

### 1.4 Community-Platform for public participation

New York in mobilizing public participation in the crackdown on graffiti behavior , System Has a number of implementation initiatives that have good guidelines for error. coordinated by the police Community Affairs Department , Raise public opinion to govern graffiti activity , and provide graffiti Anti-action Learning course . promote graffiti negative effects with the help of guided propaganda

propaganda . Create city graffiti against Community Platform Collective Awareness , to go - steps to lay a good foundation for implementation at the grassroots level . second , enacting anti-graffiti law gauge , define City graffiti as a criminal act . at the same time , system with refer to Guide and Behavior specification utility Brochure , also create a in a city environment nested urban behavior Management specification , providing effective help .

## 2. British city Fine management

because of the high level of British economic development , High level of urbanization , City Essence Refinement Management has been in the forefront of the world , for City Fine management There are a lot of Mature experience . the following from the road design and urban appearance to reflect the United Kingdom successful experience of urban refinement management .

### 2.1 London City Road Fine management

British Government applies urban refinement management to urban management . the lun Nathan Lane uses high quality asphalt concrete paving on , through road surface color to district separate vehicle Drive Road , Crimson Road bus , and black pavement Pass social other vehicles . use of city roads in London is quite high , Road well-maintained , Whether in downtown or on a more remote section , vehicle line driving all smoother , There is little road bumps and dithering . London City Road construction very strict , manhole covers are almost identical to the pavement , when vehicle The does not bump through the manhole cover of the road . . Urban Road Application flexible pitch Concrete Pavement , The Road is smooth when the vehicle is running , Comfort . Important lot less set fence , Note the color design that is coordinated with the street .

### 2.2 City of London fine management

All urban construction in London has to be planned first , all Cities management must be done in accordance with the law . You can hardly see graffiti behavior in London, This has to do with the high quality of the local people . , and also relate to effective administration of the unit . The streets of London are very clean , There are no disorderly pull wires and large signboards all over the situation . Shop signs on both sides of the street are very sophisticated . , design fine color , composition integrated with City architecture . Shop signs are not mutually veiled block Instead, space outside the building is effectively assigned .

### 2.3 Japanese city fine management

in World War II , The country's economy has been severely disrupted . But Japan gets economic level after World War II tell growth , The main benefits of the are the innovations of the corporate culture and management ideas that

have a heritage effect . from " Lean production " to " Total Quality control ", Japanese lean Management idea apply quickly in Enterprise . In addition to enterprise production , Development will fine Refine management ideas beyond the extreme , also apply fine management ideas to city administration , and notable success . to analyze the success of the Fine Management in the city of Yue City Construction and community service experience .

#### 2.4 Yue-Refined urban construction Management module

in the design planning concept , To highlight the refinement of the art rendering idea , is a major element of the city architecture and urban layout . reason [ frequent earthquakes ] , Yue's urban architecture is difficult to form more high-rise buildings facility , more than two or three floors of residential and reasonably transformed streets as the main body. to City Approval Department of City construction , Construction Unit and duration content , clear Mark Note , layout Reasonable etc . Rationalization layout for street traffic , traffic red green light Guidelines , People follow the overall quality of the directive meaning , at the dealership , people line Street Division tending to fine guidance , by vehicle streaming , each line its way Management initiatives to achieve an orderly state of honest management , This public participation

The tacit understanding and persistence of the knowledge and city Refinement management layout , to Yue City tube brings good quality and planning effects .

#### 2.5 community Service Refinement Management

implementing the refinement of city management Services , It is worth mentioning that Yue The Community Service Fine Management module . Japanese in community service fine turn business process , Get a lot of support from government policy regulations , Implementing multiple Effective consolidation of resources . For example , in Japanese pension services , social capital source , Talent aggregation , Benefits Security and medical services , can all reflect the "" this Yue Yi Fine Community management culture connotation . for Gaosheng in need of fixed-point care old people living in trouble , community Service refinement modules even include door-to-door medical , Consultation Services , Home Service supply and daily care etc plate , old to have old-age music , This Community fine service management concept in the first major The Community Care Center has a . simultaneous , for special cases home Care for the elderly , Short-term community service facilities provide them with a variety of face care service Actions . the supportability Guidelines also form a complete set of service patterns and support systems in the community service . For example , periodic lift Health Knowledge seminars for seniors to plan and establish their own health care Schedule provides effective guidance , on Government , Corporate public funds and other non Diversified Community service Management module of profit organization , While promoting community service main body interaction while , raise the standard of living for residents , to create good support the basis and refinement Management Service security .

#### 2.6 The revelation of to the fine management of Chinese cities

##### 2.6.1 establishing and perfecting urban fine management laws and regulations

continuously improve the system of urban fine management laws and regulations . at Various levels of city Administration , introduce legal law with fine-grained management target module regulation and policy support basis promoting urban fine management related objectives concept Build and explore , vigorously implement the urban regulatory campaign .

##### 2.6.2 promoting Intelligent city management construction

in advancing the city's intelligent management target process , to fully integrate up page numbers pages

##### 2.6.3 Innovative Marketing approach

Enterprise should be based on the changing times , Make full use of network technology to implement marketing innovation . The use of new technologies is becoming more extensive today , hua ao company should take advantage of advanced technology , Developing network marketing , Show the consumer the Show more product info , Achieving direct communication between consumers and businesses , avoids customer misunderstanding and

product misleading , This marketing Is a lot more advanced than the original reseller. , for enterprise marketing strategy The implementation of the has a positive effect ..

#### 2.7 establish brand marketing concept

Today Market competition has entered the era of brand competition , branding gradually becomes an important factor in achieving enterprise sustainability . deepens with the consumer's Understanding of the economy the concept of a gradual deepening , The competition between the enterprises is also becoming fiercer .. this require enterprises to establish their own brand , to establish its own strategic objectives and Development steps , on the other hand, science and technology as the survival and development of enterprises base , through technical innovation , improving product design , Improving product quality , with Quality products establish their position in the market .

#### 2.8 open up new financing channels , Promote comprehensive competitiveness

Our SME financing can learn from other experiences , To Open - New Financing channel , Best led by government , combined with SME location The actual situation ,work out a more reasonable and appropriate solution , let capital production reach One Set scale , And credit better SMEs drive other small and medium-sized Enterprise Development , Select a home to a reasonable underwriting body hair bonds . Open more new financing channels , provides more platforms for SME financing , Health take security system , accelerating economic development . SME due to small size , own real Force not enough , Scientific research strength not strong , Strategic managementambiguous , highly susceptible Fierce competition in the market is eliminated . so , SME should establish corresponding Strategic management mechanism , strategic positioning and planning , Nurturing core competencies , Master core technology .

City Management concepts and resources . Build digital supervision that can cover cities command system and City base data repository . with digital command center for Ping table , on City base database , Implementing real-time monitoring for city management and dynamic management . with Internet of things , cloud computing , Electronic tags and other information technology means, by establishing a command dispatch system , fixed and mobile video monitoring system ,GPS satellite positioning System, etc. , To further extend and expand the digital Chengguan features , Perfecting Platform application function of Intelligent City management system . Continuous Improvement grid management . The strengthens the target requirements for Community cell grid management .

### 3. promote community participation in urban management

Respect the important role of citizens in urban governance , Increase social participation city Administration enthusiasm , efforts to form administration by law , Universal Participation , Condominium Altogether Enjoy the situation . by perfecting Public participation , protecting citizens ' right to know , participatory rights , rights of expression and supervision . second , widening public participation channel , build Clear Clear , New avenues for public participation in urban governance . increase city administrationPublicity efforts , Wide acceptance of mass supervision , promoting urban civilization , Build Clothing Service Model government .

### 4. Epilogue

Urban Refinement Management is the deepening development of urban management at home and abroad rational Choice Road . This article analyzes and borrows from the United States ,, etc developed country specific actions in urban refinement management , implementing City Refinement for our country Management in policy and target two dimensions , provides good reference based on .

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