

Chris Bilton Management And Creativity

The Everything Store Brad Stone.2013-10-15 The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as the definitive account of how a tech icon came to life. Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

First in Thirst Darren Rovell.2006 Gatorade invented the sports drink 40 years ago, and it has been first in the marketplace (by a long shot) ever since. But it's more than just a thirst quencher and a dominant brand. First in Thirst is the story of a phenomenon that grew from the practice fields of college football into a true icon of the way we play, watch, and experience sports—from the Pee Wees to the pros. Published to coincide with the 40th anniversary of Gatorade's invention, First in Thirst is equally a sports story, from its invention and testing with the University of Florida Gators to the Sgatorade bath—and its near-universal appeal to athletes, coaches and sports fans everywhere.

Art Entrepreneurship Mikael Scherdin,Ivo Zander.2011 This pioneering book explores the connections between art and artistic processes and entrepreneurship. The authors expertly identify several areas and issues where research on art and artistic processes can inform and develop the traditional field of entrepreneurship research.

The Disappearing Product Chris Bilton.2017-09-29 Technological and social change has transfigured the market for creative industries. A new generation of intermediaries including Amazon, Apple, Facebook and Google deal in context (how we consume) more than content (what we consume), displacing cultural producers, devaluing culturing products and monopolising consumer attention. Drawing on theoretical models across disciplines and rich in practical examples, this book charts an approach to marketing which challenges cultural producers to reclaim their place in the creative economy.

Business Model Innovation Strategy Raphael Amit,Christoph Zott.2020-09-01 The most comprehensive, global guide to business model design and innovation for academic and business audiences. Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders is centered on a timely, mission-critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they reimagine their firms in the post COVID-19 world. The book, which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research, has a pragmatic orientation and is filled with examples and illustrations from around the world. This action-oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative, and scalable business models for their companies. Faculty and students can use Business Model Innovation Strategy as a textbook in undergraduate, MBA, and EMBA degree courses as well as in executive courses of various designs and lengths. The content of the book has been tested in both degree and non-degree courses at some of the world's leading business schools and has helped students and firm leaders to develop ground-breaking business model innovations. This book will help you: Learn the basics of business model innovation including the latest developments in the field Learn how business model innovation presents new and profitable business opportunities in industries that were considered all but immune to attacks from newcomers Learn how to determine the viability of your current business model Explore new possibilities for value creation by redesigning your firm's business model Receive practical, step-by-step guidance on how to introduce business model innovation in your own company Become well-versed in an important area of business strategy and entrepreneurship Authors Amit and Zott anchored the book on their pioneering research and extensive scholarly and practitioner-oriented publications on the design, implementation, and performance implications of innovative business models. They are the most widely cited researchers in the field of business model innovation, and they teach at the top-ranked Wharton School of the University of Pennsylvania and the prestigious global business school IESE with campuses in Barcelona, Madrid, Munich, New York, and São Paulo.

The Routledge Companion to the Cultural Industries Kate Oakley,Justin O'Connor.2015-05-22 The Routledge Companion to the Cultural Industries is collection of contemporary scholarship on the cultural industries and seeks to re-assert the importance of cultural production and consumption against the purely economic imperatives of the 'creative industries'. Across 43 chapters drawn from a wide range of geographic and disciplinary perspectives, this comprehensive volume offers a critical and empirically-informed examination of the contemporary cultural industries. A range of cultural industries are explored, from videogames to art galleries, all the time focussing on the culture that is being produced and its wider symbolic and socio-cultural meaning. Individual chapters consider their industrial structure, the policy that governs them, their geography, the labour that produces them, and the meaning they offer to consumers and participants. The collection also explores the historical dimension of cultural industry debates providing context for new readers, as well as critical orientation for those more familiar with the subject. Questions of industry structure, labour, place, international development, consumption and regulation are all explored in terms of their historical trajectory and potential future direction. By assessing the current challenges facing the cultural industries this collection of contemporary scholarship provides students and researchers with an essential guide to key ideas, issues, concepts and debates in the field.

Management and Creativity Chris Bilton.2006-09-11 This book explores the relationship between the management of creativity and creative approaches to management. Challenges the stereotypical opposition between 'creatives' and 'suits'. Draws on the work of management theorists such as Mintzberg and Porter and creativity theorists such as Amabile and Boden. Draws on the practical experience of individuals working in the creative industries. Looks at the place of creative organisations and creative business management in a new creative economy, based on ideas, images and information.

Creativity, Innovation and the Cultural Economy Andy C. Pratt,Paul Jeffcutt.2009-03-09 This collection brings together international experts from different continents to examine creativity and innovation in the cultural economy. In doing so, the collection provides a unique contemporary resource for researchers and advanced students. As a whole, the collection addresses creativity and innovation in a broad organizational field of knowledge relationships and transactions. In considering key issues and debates from across this developing arena of the global knowledge economy, the collection pursues an interdisciplinary approach that encompasses Management, Geography, Economics, Sociology and Cultural Studies.

Creativity and Cultural Policy Chris Bilton.2011 This special issue of the International Journal of Cultural Policy sets out to address two related questions. Firstly, how can cultural policy address the complexities of creative processes and people? Secondly, to what extent can cultural policy be seen as a 'creative' process and how might such an approach to cultural policy play out in practice? This book was originally published as a special issue of International Journal of Cultural Policy.

Handbook of Management and Creativity Chris Bilton,Stephen Cummings.2014-01-01 'In many organisations creativity is so often seen as the preserve of a small number of people with artistic temperaments but in my

experience all sorts of people have creative abilities which can be used to the benefit of a creative organisation. The task of a manager is to find ways of exploiting this. This Handbook provides the reader with insights to help them and others to promote the kind of creativity that adds real value.' - Greg Dyke, Chair, British Film Institute; Chair, Football Association; Chancellor, University of York, UK and Director-General of the BBC 2000-2004

Rethinking Cultural Policy Jim McGuigan.2004-03-16 "a fascinating, thorough and expertly argued discussion of the modes and practices of cultural policy in an increasingly globalized and neoliberal world." European Journal of Communication Rethinking Cultural Policy addresses issues concerning culture, economy and power in the age of new-liberal globalization. It examines how public cultural policies have been rationalized in the past and how they are being rethought. Arguing that the study of culture and policy should not be confined to prevailing governmental agendas, the book offers a distinctive and independent analysis of cultural policy. The book examines a wide range of issues in cultural policy and blends a close reading of key theories with case studies. Topics covered include: Branding culture and exploitation The state, market and civil society How visitor attractions such as London's Millennium Dome are used for national aggrandizement and corporate business purposes Cultural development, diversity and ecological tourism in poorer parts of the world This is the ideal introduction to contemporary cultural policy for undergraduate students in culture and media studies, sociology of culture, politics, arts administration and cultural management courses, as well as postgraduates and researchers.

ReCreating Strategy Stephen Cummings.2002-09-12 'Cummings' book is very interesting, refreshing and intellectually stimulating... It should be a mandatory textbook for all serious students of management' - Management Learning 'Stephen Cummings' ReCreating Strategy is currently the best book on strategy, combining a holistic and critical understanding of the issue' -Stewart Clegg, University of Technology, Sydney 'An imaginative attempt to bring together and apply the many analytical frameworks relating to the organization as a whole into strategy theory and practice. Written for students on strategy, change management and more general management and organization theory courses. Encourages students to question assumptions and think creatively about strategy and management. Stimulating and original' - Long Range Planning 'In this intriguing book [Cummings] claims to be surprised that academics critical of management theory don't critique its history, and proposes a kind of liberation theology in response, but this is not as doctrinaire. It's more like replacing some well-justified habits with a refreshing originality of approach. The outcome is stimulating.... The author offers a cogently argued deconstruction of some well-known frameworks in strategy, and delivers his own reinterpretation of strategic discourse. There are five longer case studies in the book and several shorter vignettes scattered throughout early chapters, as well as pedagogical aids at the end of each chapter' - Best of Biz, The Business Information Site 'Do you worry about organizations becoming slaves to markets? Do you wish that organizations had the nerve to build their own ethos rather than just grubbing for profit? Do you aspire to inspiration rather than perspiration? Why does management practice get in the way of thinking and creativity? Stephen Cummings provides insight and guidance in a book of genuine scholarship and creativity' - John McGee, President of the Strategic Management Society, USA 'Management courses need more of what Stephen is offering. He wants us to go on an 'unlearning curve', one which leads to fresh thinking about strategy and the emerging roles and responsibilities of business and companies. This book not only tells us where we are coming from but, more importantly, it inspires us to think profoundly about where we could go. It's also a very good read' - Josephine Green, Director of Trends and Strategy, Philips 'ReCreating Strategy provides a challenging examination of the emergence of management which combines postmodern and orthodox perspectives. Stephen Cummings is able to provide not only a fresh treatment of strategy and ethics but also to engage with a variety of potential audiences. He provokes and informs in equal measure' - Richard Whipp, Cardiff University 'A truly eclectic approach to strategy! Intellectually capturing, the book is great fun to read at the same time. A must for those who want to discuss management beyond styles, fads and fashions' - Hubert Wagner, Qonsult ReCreating Strategy is written for students of strategy, change management and more general management and organization theory courses. It will provide a better understanding of how to bring together and apply the many analytical frameworks relating to the organization as a whole. Stephen Cummings challenges the view that there is never one best framework and shows why the latest theory is not necessarily better than earlier ones. The textbook includes short and long case studies, interesting pictorial aids and examples, and a generally more participative and rewarding approach than that offered by more mainstream texts. PowerPoint slides to accompany the book are now also available by clicking on the link to 'Sample Chapters and Resources' in the left hand margin. The book also offers more scope for individual lecturers who wish to encourage students to question assumptions and think creatively about strategy and management.

I Live in the Future & Here's How It Works Nick Bilton.2011-10-04 Are we driving off a digital cliff and heading for disaster, unable to focus, maintain concentration, or form the human bonds that make life worth living? Are media and business doomed and about to be replaced by amateur hour? The world, as Nick Bilton—with tongue-in-cheek—shows, has been going to hell for a long, long time, and what we are experiencing is the twenty-first-century version of the fear that always takes hold as new technology replaces the old. In fact, as Bilton shows, the digital era we are part of is, in all its creative and disruptive forms, the foundation for exciting and engaging experiences not only for business but society as well. Both visionary and practical, I Live in the Future & Here's How It Works captures the zeitgeist of an emerging age, providing the understanding of how a radically changed media world is influencing human behavior:

- With a walk on the wild side—through the porn industry—we see how this business model is leading the way, adapting product to consumer needs and preferences and beating piracy.
- By understanding how the Internet is creating a new type of consumer, the "consumnivre," living in a world where immediacy trumps quality and quantity, we see who is dictating the type of content being created.
- Through exploring the way our brains are adapting, we gain a new understanding of the positive effect of new media narratives on thinking and action. One fascinating study, for example, shows that surgeons who play video games are more skillful than their nonplaying counterparts.
- Why social networks, the openness of the Internet, and handy new gadgets are not just vehicles for telling the world what you had for breakfast but are becoming the foundation for "anchoring communities" that tame information overload and help determine what news and information to trust and consume and what to ignore.
- Why the map of tomorrow is centered on "Me," and why that simple fact means a totally new approach to the way media companies shape content.
- Why people pay for experiences, not content; and why great storytelling and extended relationships will prevail and enable businesses to engage with customers in new ways that go beyond merely selling information, instead creating unique and meaningful experiences.

I Live in the Future & Here's How It Works walks its own talk by creating a unique reader experience: Semacodes embedded in both print and eBook versions will take readers directly to Bilton's website (www.NickBilton.com), where they can access videos of the author further developing his point of view and also delve into the research that was key to shaping the central ideas of the book. The website will also offer links to related content and the ability to comment on a chapter, allowing the reader to join the conversation.

Management and Creativity Chris Bilton.2006-09-11 This book explores the relationship between the management of creativity and creative approaches to management. Challenges the stereotypical opposition between 'creatives' and 'suits'. Draws on the work of management theorists such as Mintzberg and Porter and creativity theorists such as Amabile and Boden. Draws on the practical experience of individuals working in the creative industries. Looks at the place of creative organisations and creative business management in a new creative economy, based on ideas, images and information.

Managing Media Work Mark Deuze.2011 A cutting-edge exploration of media management, media work and media professions, edited by one of the biggest names in the field.

Cultural Management Chris Bilton.2023-03-01 This shortform book tells the research story of cultural management, helping scholars to analyse and combine theoretical models into an approach of their own. Cultural management emerged and developed out of the field of arts management in the 1980s, which imported managerial techniques and assumptions from mainstream commercial business into the arts. In the late 1990s, the field integrated entrepreneurial approaches to management in the creative industries before adapting to a new model, based on user experiences and co-creation. These historical phases are theorised respectively as cultural management 1.0, cultural management 2.0 and cultural management 3.0. Yet they also overlap. Bringing together theories of management and creativity, this book enables scholars to get a grip on the

underlying assumptions and conditions which lie behind an eclectic and evolving field. The author, an established expert in this field, empowers scholars and reflective practitioners to develop their own approach to cultural management, drawing on the available approaches, and to recognise that successful cultural management is contingent on understanding the context (organisational and personal) within which these models will be applied.

Facebook Steven Levy.2020-02-25 One of the Best Technology Books of 2020—Financial Times “Levy’s all-access Facebook reflects the reputational swan dive of its subject. . . . The result is evenhanded and devastating.”—San Francisco Chronicle “[Levy’s] evenhanded conclusions are still damning.”—Reason “[He] doesn’t shy from asking the tough questions.”—The Washington Post “Reminds you the HBO show Silicon Valley did not have to reach far for its satire.”—NPR.org The definitive history, packed with untold stories, of one of America’s most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing “fake news” accounts, the handling of its users’ personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy’s sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

A Very Short, Fairly Interesting and Reasonably Cheap Book about Management Theory Todd Bridgman, Stephen Cummings.2020-11-11 Conceived by Chris Grey, the Very Short, Fairly Interesting and Reasonably Cheap series offers an antidote to conventional textbooks. Each book takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way. In *Management Theory*, Todd Bridgman and Stephen Cummings uncover enduring myths about famous theorists, from Adam Smith and Max Weber to Frederick Taylor, Mary Parker Follett, Abraham Maslow and Kurt Lewin. By exploring how these myths became cast as the foundations of management, this accessible and engaging book generates new ways of thinking about what management could be today and in the future. Students can head to YouTube to watch a selection of specially-curated, bitesize videos - 20 Insights on Management Theory - which explain key topics relating to management theory. Lecturers can visit <https://study.sagepub.com/bridgman> to access a range of PowerPoint slides that can be used in their teaching.

Serial Innovators Claudio Feser.2011-10-13 The average life expectancy at birth of a firm is roughly 15 years, and only one out of twenty lives longer than fifty years. Firms are born, they grow, then they struggle to keep up with changing markets. Slow adapters often become big losers, fall by the wayside, and die. *Serial Innovators* studies the factors affecting the aging of firms, particularly those that slow down their ability to adapt to changes in the marketplace. The book reviews recent findings in relevant academic fields—behavioral economics, psychology, neuroscience, organizational science, network theory, anthropology, sociology, and strategy—to understand how firms, as they grow, develop rigidities that prevent change. It develops a model of organization that is adaptive, innovative, and can create significant value for its stakeholders for long periods of time.

Introducing the Creative Industries Rosamund Davies, Gauti Sigthorsson.2013-04-22 This text does a sterling job at identifying, outlining and defining the many elements that go to make up this booming sector of industry. What makes it particularly interesting is that it includes the view of the creative industries from the perspective of working in it, then the definitions of what products and producers are involved, and ends with the broader picture of the creative economy and predictions for future trends. Add to this that they include both theory and practice, and this really is an all-round guide to the vast domain that is loosely titled 'the creative industries' - Angela Birchall, School of Media, Music & Performance, Salford University This is your complete guide to studying and succeeding in the creative industries. This book takes you through the history, trends, products and markets of the creative industries, showing how success depends on a mix of ideas, tactics and talent. When understanding social networks and cultural economy is just as important as hands-on skills or an entrepreneurial spirit, *Introducing the Creative Industries* shows you how to use theories, concepts and practical skills to get ahead in their course and professional life. Creatively imagined and beautifully written, this book: Interweaves theoretical concepts and professional practice on every page Uses cultural economy to teach the essential concepts and thinkers Integrates case studies from fashion and gaming to journalism and music Teaches strategies for navigating the links between skills, industries, creativity and markets. This book shows you how to spot opportunities and use your knowledge and savvy to take kickstart your career in this fast-moving industry. It is an essential guidebook for students of creativity in media and communication, design, creative industries and business.

Making Media Mark Deuze, Mirjam Prenger.2019-01-23 *Making Media* uncovers what it means and what it takes to make media, focusing on the lived experience of media professionals within the global media, including rich case studies of the main media industries and professions: television, journalism, social media entertainment, advertising and public relations, digital games, and music. This carefully edited volume features 35 authoritative essays by 53 researchers from 14 countries across 6 continents, all of whom are at the cutting edge of media production studies. The book is particularly designed for use in coursework on media production, media work, media management, and media industries. Specific topics highlighted: the history of media industries and production studies; production studies as a field and a research method; changing business models, economics, and management; global concentration and convergence of media industries and professions; the rise and role of startups and entrepreneurship; freelancing in the digital age; the role of creativity and innovation; the emotional quality of media work; diversity and inequality in the media industries.

As Meat Loves Salt Maria McCann.2011-04-28 A sensational tale of obsession and murder from a wonderful writer. ‘An outstanding novel, fresh and unusual [with] all the dirt, stink, rasp and flavour of the time.’ Daily Telegraph

Better and Faster Jeremy Gutsche.2015-03-17 Out-innovate, outsmart and outmaneuver your competitors with tactics from the CEO of TrendHunter.com, Jeremy Gutsche. In our world of chaos and change, what are you overlooking? If you knew the answer, you’d be a better innovator, better manager, and better investor. This book will make you better by teaching you how to overcome neurological traps that block successful people, like you, from realizing your full potential. Then, it will make you faster by teaching you 6 patterns of opportunity: Convergence, Divergence, Cyclicity, Redirection, Reduction and Acceleration. Each pattern you’ll learn is a repeatable shortcut that has created fortunes for ex-criminals, reclusive billionaires, disruptive CEOs and ordinary people who unexpectedly made it big. In an unparalleled study of 250,000 ideas, Jeremy and his TrendHunter.com team have leveraged their 100,000,000 person audience to study what actually causes opportunity: data-driven research that was never before possible. The result is a series of frameworks battle-tested with several hundred brands, and top executives at some of the most successful companies in the world who rely on Jeremy to accelerate their hunt for ideas. *Better and Faster* will help you learn to see patterns and clues wherever you look that will put you on the smarter, easier path to finding those breakthrough ideas, faster.

Digital Cultural Politics Bjarki Valtysson.2020-02-22 This book is the first to thoroughly account for the changes in the landscape of cultural policy caused by digital communication and digital media. Valtysson investigates how communication infrastructures and dominant tech giants increasingly shape citizens’ production and consumption patterns, influencing how people meet and interact with cultural products. This book builds theoretical foundations to illuminate the complexities of the changing field of cultural policy and provides concrete manifestations of how policy relates to and shapes practice. The book focuses on archival politics, institutional politics and user politics, and includes analysis of Google Cultural Institute, Europeana, the BBC, the Brooklyn Museum and Te Papa Tongarewa. In order to further understand the complex nature

of digital cultural politics, Valtysson provides an analysis of YouTube and Google's privacy policies and how these relate to the EU's regulatory frameworks within audio-visual media services, telecommunications, and data protection.

Creative Strategy Chris Bilton, Stephen Cummings. 2010-04-26 People tend to think of creativity and strategy as opposites. This book argues that they are far more similar than we might expect. More than this, actively aligning creative and strategic thinking in any enterprise can enable more effective innovation, entrepreneurship, leadership and organizing for the future. By considering strategy as a creative process (and vice versa), the authors define 'creative strategy' as a mindset which switches between opposing processes and characteristics, and which drives every aspect of the business. The authors draw experiences and cases from across this false divide - from the music industry, sports, fashion, Shakespearean theatre companies, creative and media organizations and dance, as well as what we might regard as more mundane providers of mainstream products and services - to uncover the creative connections behind successful strategy. "Creative Strategy is a talisman for those looking to take a new path" Matt Hardisty, Strategy Director, Mother Advertising "It has been said that business is a hybrid of dancing and calculation - the former incorporating the creative within a firm, the latter the strategic. Bilton and Cummings show how these apparently contradictory processes can be integrated. Their insights about how firms can 'create to strategize' and 'strategize to create' are informative for managers and management scholars alike." Jay Barney, Professor and Chase Chair of Strategic Management, Fisher College of Business, The Ohio State University "In today's world, new thinking - creativity - is required to tackle long-standing problems or address new opportunities. The trouble is few organizations understand how to foster and apply creativity, at least in any consistent manner. This book provides new insights into just how that can be done. It moves creativity from being just the occasional, and fortuitous, flash of inspiration, to being an embedded feature of the way the organization is run." Sir George Cox, Author of the Cox Review of Creativity in Business for HM Govt., Past Chair of the Design Council

The Future of Creative Work Greg Hearn. 2020-09-25 The Future of Creative Work provides a unique overview of the changing nature of creative work, examining how digital developments and the rise of intangible capital are causing an upheaval in the social institutions of work. It offers a profound insight into how this technological and social evolution will affect creative professions.

Management Information Systems Kenneth C. Laudon, Jane Price Laudon. 2004 Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

The Creative Economy John Howkins. 2013-11-07 Creativity is the fastest growing business in the world. Companies are hungry for people with ideas - and more and more of us want to make, buy, sell and share creative products. But how do you turn creativity into money? In this newly rewritten edition of his acclaimed book, leading creative expert John Howkins shows what creativity is, how it thrives and how it is changing in the digital age. His key rules for success include: Invent yourself. Be unique. Own your ideas. Understand copyright, patents and IP laws. Treat the virtual as real, and vice versa. Learn endlessly: borrow, reinvent and recycle. Know when to break the rules. Whether in film or fashion, software or stories, by turning ideas into assets anyone can make creativity pay.

Key Concepts in Creative Industries John Hartley, Jason Potts, Stuart Cunningham, Terry Flew, Michael Keane, John Banks. 2012-10-04 This guide to the emerging language of creative industries field is a valuable resource for researchers and students alike. Concise, extensively referenced, and accessible, this is an exceptionally useful reference work. - Gauti Sigthorsson, Greenwich University There could be no better guides to the conceptual map of the creative industries than John Hartley and his colleagues, pioneers in the field. This book is a clear, comprehensive and accessible tool-kit of ideas, concepts, questions and discussions which will be invaluable to students and practitioners alike. Key Concepts in Creative Industries is set to become the corner stone of an expanding and exciting field of study - Chris Barker, University of Wollongong Creativity is an attribute of individual people, but also a feature of organizations like firms, cultural institutions and social networks. In the knowledge economy of today, creativity is of increasing value, for developing, emergent and advanced countries, and for competing cities. This book is the first to present an organized study of the key concepts that underlie and motivate the field of creative industries. Written by a world-leading team of experts, it presents readers with compact accounts of the history of terms, the debates and tensions associated with their usage, and examples of how they apply to the creative industries around the world. Crisp and relevant, this is an invaluable text for students of the creative industries across a range of disciplines, especially media, communication, economics, sociology, creative and performing arts and regional studies.

Handbook of Research on Creativity Kerry Thomas, Janet Chan. 2013-11-29 Containing cutting-edge research the Handbook of Research on Creativity will strongly appeal to academics and advanced students in cultural studies, creative industries, art history and theory, experimental music and performance studies, digital and ne

Copyrights and Copywrongs Siva Vaidhyanathan. 2003-04 In this text, the author tracks the history of American copyright law through the 20th century, from Mark Twain's exhortations for 'thick' copyright protection, to recent lawsuits regarding sampling in rap music and the 'digital moment', exemplified by the rise of Napster and MP3 technology.

The Disappearing Product Chris Bilton. 2017 'Chris Bilton pursues a critical issue for everyone in arts and entertainment. The giants of the internet age have disintermediated IP owners. How can creators of content reclaim their relationship with their audiences?' - Peter Bazalgette, Chair of ITV and previously Chair of Arts Council England 2012-2016 The Disappearing Product combines analysis of developments in the creative economy with practical guidance for marketing in the creative industries. Using theoretical models and extensive practical examples, this book challenges cultural producers to reclaim their place in the creative economy. Marketing is situated in the context of social, cultural and technological change that has revolutionised the creative and media industries. Traditional broadcasters, publishers and record labels have been displaced by a new generation of intermediaries including Amazon, Apple, Facebook and Google. These new intermediaries are marginalising cultural producers, devaluing products and monopolising consumer attention. Bilton's analysis focuses on how the creative industries must respond to these structural changes with new, innovative marketing methods for cultural products. Key features include: a defined approach to marketing geared towards the cultural and creative industries, distinguished from 'business as usual' and 'arts marketing' case studies and questions for discussion that can be used in the classroom analysis of the creative economy highlighting practical strategies for marketers and managers key examples of recent innovative marketing by artists and cultural entrepreneurs. An essential guide for students of creative industries, marketing and management, this book allows readers to develop their own tailored approach to marketing. Cultural entrepreneurs, marketers and managers will benefit from the in-depth insight into new patterns of consumption, transformed markets and emerging business models.

Creativity and Cultural Policy Chris Bilton. 2014-01-03 Creativity has become a popular buzzword in contemporary cultural policy, yet the term remains poorly understood. In this collection, cultural policy specialists together with experts on psychology, creative enterprise and arts education, consider how 'creativity' is defined in a variety of settings, from 'creative management' to 'creative labour'. The starting point of the book is to move beyond the notion that creativity is simply a product of extraordinary individuals and extraordinary thinking. In reality creativity draws together apparently contradictory thinking styles, processes and purposes which extend well beyond the mythical figure of the solitary genius. This broad definition of creativity encompasses the contributions of managers, entrepreneurs and intermediaries to the creative process as well as the creativity of consumers and schoolchildren. In turn this implies a broad definition of cultural policy, taking in intellectual property law, education policy and corporate governance as well as policies towards the arts and creative industries. This collection of articles offers new ways of thinking about creativity and about cultural policy. It will be of interest not only to students and practitioners of cultural policy but to anyone who is curious about the value and purpose of 'creativity' in contemporary culture. This book was originally published as a special issue of International Journal of Cultural Policy.

Understanding Media Economics Gillian Doyle. 2002-04-04 This book provides an extremely well written and informative introduction to the subject of media economics, characterized by clarity in the explanation of

concepts or frameworks and by a balanced discussion for the respective positions in areas of debate' - Paul MacDonald, Roehampton Institute Understanding Media Economics provides a clear, precise introduction to the key economic concepts and issues affecting the media. The book: explains the fundamental concepts relevant to the study of media economics; considers the key industrial questions facing the media industries today; relates economic theory to business practice; covers a wide range of media activity - advertising, television, film, print media, and new media; and looks at the impact of economics on public policy. Understanding Media Economics offers a stimulating perspective on the contemporary media environment. This book will be an essential purchase for all students of the media and mass communication.

The Cultural and Creative Industries Justin O'Connor.2010 The main body of the literature review explores both the history of the idea of the cultural industries and how this has changed and developed our current interest in the creative economy. It focuses on the conceptual ideas behind thinking in this area and lays out the reasons behind the shifts in terminology and policy.--Foreword.

Creative Chaos Drew Davidson,et al..

Artist Management Guy Morrow.2018-04-17 Artists are creative workers who drive growth in the creative and cultural industries. Managing artistic talent is a unique challenge, and this concise book introduces and analyses its key characteristics. Artist Management: Agility in the Creative and Cultural Industries makes a major contribution to our understanding of the creative and cultural industries, of artistic and managerial creativities, and of social and cultural change in this sector. The book undertakes an extensive exploration of the increasingly pivotal role of artist managers in the creative and cultural industries and argues that agile management strategies are useful in this context. This book provides a comprehensive and accessible account of the artist-artist manager relationship in the twenty-first century. Drawing from research interviews conducted with artist managers and self-managed artists in five cities (New York, London, Toronto, Sydney and Melbourne), this book makes an original contribution to knowledge. Nation-specific case studies are highlighted as a means of illuminating various thematic concerns. This unique book is a major piece of research and a valuable study aid for both undergraduate and postgraduate students of subjects including arts management, creative and cultural industries studies, arts entrepreneurship, business and management studies and media and communications.

Copy Fights Adam D. Thierer,Clyde Wayne Crews.2002 A debate on the theory of intellectual property, the

Creativity and Education Anne Harris.2016-06-15 This book advances an environmental approach to enhancing creativity in schools, by interweaving educational creativity theory with creative industries environmental approaches. Using Anna Craft's last book Creativity and Education Futures as a starting point, the book sets out an up-to-date argument for why education policy should be supporting a birth-to-workplace approach to developing creative skills and capacities that extends across the education lifespan. The book also draws on the voices of school teachers, students and leaders who suggest directions for the next generation of creative teachers and learners in a rapidly evolving global education landscape. Overall, the book argues that secondary schools must find a way to make more room for creative risk, innovation and imagination in order to adequately prepare students for creative workplaces and publics.

Apostles of Culture Dee Garrison.2003 In her Foreword, Christine Pawley sums up the importance of Dee Garrison's book as follows: Nearly a quarter-century has passed since the first edition of Apostles of Culture appeared. Since no book-length study of the formation of the American public library has yet challenged Dee Garrison's 1979 analysis, it remains the most recent--and most-cited--- interpretation of the public library's past, a landmark in the history, and the historiography, of libraries and librarianship...For students and researchers who want to understand the development of a field that still suffers the status of the taken-for-granted, Apostles of Culture stands as a historical document. Its reissue allows its historiographical and political--as well as its historical---significance to be more fully appreciated.

Unveiling the Magic of Words: A Review of "**Chris Bilton Management And Creativity**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Chris Bilton Management And Creativity**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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