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Creative Industries and Innovation in Europe: Concepts, Measures and Comparative Case Studies (Paperback)

By -

Taylor & Francis Ltd, United Kingdom, 2014. Paperback. Condition: New. Language: English. Brand new Book. In recent years, the study of creativity has shifted from analysis of culture as an end in itself to one of economic enhancement, and its capability to generate wealth and promote economic development. Increasingly, European cities and regions are using the arts to fuel wellbeing and reinvigorate economies after the comparative demise of more traditional industry and manufacturing. A growing literature is starting to highlight the innovation capacity of cultural and creative industries (CCIs) as they intersect the innovation processes of other manufacturing and services sectors with an innovative and creative output. Culture and creativity may be a strategic weapon to exit the present crisis and redefine an economic model of sustainable development. This book brings together a set of multidisciplinary contributions to investigate the kaleidoscope of European creativity, focussing on CCIs and the innovations connected with them. The two main questions that this volume aims to address are: How can we identify, map and define CCIs in Europe? And how do they contribute to innovation and sustainable growth? The volume is split into two parts. The first part deals with the definition, measurement and mapping of...



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