



The Creative Industries: Culture and Policy

Terry Flew

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"Moving from age-old warnings about the influence of the cultural industry to a tentative embrace of a global creative society, Terry Flew's new book provides an excellent overview of this exciting field. Warmly recommended for students and policymakers alike."

- *Mark Deuze, Indiana University*

"A comprehensive text on the state of the art of the creative industries... a running commentary on the ebb and flow of both the academic debates (from cultural studies, cultural economics, organisational studies, economic geography and urban sociology) and the policy initiatives that seek to frame the field for outsiders. An ideal primer."

- *Andy C Pratt, King's College London*

The rise of creative industries requires new thinking in communication, media and cultural studies, media and cultural policy, and the arts and information sectors. **The Creative Industries** sets the agenda for these debates, providing a richer understanding of the dynamics of cultural markets, creative labour, finance and risk, and how culture is distributed, marketed and creatively re-used through new media technologies. This book:

- Develops a global perspective on the creative industries and creative economy
- Draws insights from media and cultural studies, innovation economics, cultural policy studies, and economic and cultural geography
- Explores what it means for policy-makers when culture and creativity move from the margins to the centre of economic dynamics
- Makes extensive use of case studies in ways that are relevant not only to researchers and policy-makers, but also to the generation of students who will increasingly be establishing a 'portfolio career' in the creative industries.

International in coverage, **The Creative Industries** traces the historical and contemporary ideas that make the cultural economy more relevant than it has ever been. It is essential reading for students and academics in media, communication and cultural studies.

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