



The Creative Industries: Culture and Policy

By Terry Flew

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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 labor, finance and risk, and how culture is distributed, marketed and creatively reused 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 center 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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Editorial Review

Review

Nothing grows quite so fast in the creative industries as the debates about them. Yet these have been accented differently in different countries and across the different policy domains - cultural, economic, educational, and technological. Offering a lucid and comprehensive review of these debates, Terry Flew casts a well-informed eye on the place the creative industries occupy in today's increasingly globalised cultural economy. (Tony Bennett)

Moving from age-old warnings about the influence of the cultural industry to a tentative embrace of a global creative society, Terry Flew provides an excellent overview of this exciting field of research and practice. He effortlessly connects the dots in studies on management, production, law, policy, and labor that collectively shape our understanding of the creative industries. Warmly recommended for students and policymakers alike. (Mark Deuze)

A comprehensive text on the state of the art of the creative industries. The book effectively populates the emergent field of the creative industries, dealing with both definitions and reach, as well as interactions and implications. Whilst all the time maintaining 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 for those both new to the field, and those within it seeking a broader perspective. (Andy C. Pratt)

This book has disciplinary value while also opening up and informing debate on some of the most pressing cultural and policy issues of our day... if you have only got one book on in your Kindle focussing on the creative industries, this is the one to choose. (Lelia Green, School of Communications and Arts, Edith Cowan University)

About the Author

Terry Flew is Professor of Media and Communications in the Creative Industries Faculty at the Queensland University of Technology, Brisbane, Australia. He has been seconded from QUT to act as a Commissioner of the Australian Law Reform Commission from May 2011 to February 2012, chairing the Inquiry into the National Classification Scheme in Australia.

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Ruth Williams:

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