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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The knowledge economy and perceptions of knowledge -- Knowledge work : issues and perspectives -- Critical perceptions of creativity and knowledge work -- A theoretical framework of creative knowledge work -- Advertising I -- Advertising II -- Information technology software I -- Information technology software II -- Forward -- Coda.
Sommario/riassunto	Exploring the new types of job and ways of working in the knowledge economy, and based on empirical research among advertising workers and software developers in Europe, Singapore and Japan, this book examines relationships between knowledge and creativity and new frameworks for learning and working. Offering critical insights into how workers apply their creative knowledge work capacities towards the production of innovative products and services and the fashioning of digital and tangible goods, it will add significantly to the debate around knowledge work and creativity. Of interest to researchers, educators and policy makers in organisational learning, management and HRM.