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Nota di contenuto	Frontmatter -- Contents -- Contributors -- Acknowledgements -- In Lieu of a Preface -- Introduction -- 1. Creative Writing: The Ghost, the University and the Future -- 2. Banking on Creativity: My Brilliant? Career -- 3. Creativity and the Marketplace -- 4. The Publishing Paradigm: Commercialism versus Creativity -- 5. As Good As It Gets? National Research Evaluations -- 6. Creative Writing, Neo-Liberalism and the Literary Paradigm -- 7. Nothing is Free in this Life -- 8. The Ghost in the Machine: Creative Writing and its Malcontents -- 9. Creativity, Compromise and Waking Up with the Funding Devil -- 10. Entering the Fictitious: A Play in Two Acts -- 11. Using the Spectrum to Theorise Apparent Opposition in Creative Writing Doctorates -- 12. Outlying the Point that Tips: Bridging Academia and Business -- 13. Selling It: Creative Writing and the Public Good -- 14. On the Commercialisation of Creativity in the Merlion State -- Afterword: Creativity, the Market and the Globalisation Challenge -- Index
Sommario/riassunto	This book focuses on creative writing both as a subject in universities and beyond academia, with chapters arranged around three organising sub-themes of practice, research and pedagogy. It explores the 'creative' component of creative writing in the globalised marketplace,

making the point that creative writing occurs in and around universities throughout the world. It examines the convergence of education, globalisation and economic discourses at the intersection of the university sector and creative industries, and foregrounds the competing interests at the core of creativity as it appears in the neo-liberal global discourse in which writers are enmeshed. The book offers case studies from the UK, the USA, Canada, Australia and Singapore that are indicative of the challenges faced by academics, postgraduate students and creative industry professionals around the world.

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