

1. Record Nr.	UNINA9910458066803321
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Titolo	In praise of commercial culture [[electronic resource] /] / Tyler Cowen
Pubbl/distr/stampa	Cambridge, MA, : Harvard University Press, 1998
ISBN	0-674-02993-3
Descrizione fisica	1 online resource (ix, 278p.)
Disciplina	700.688
Soggetti	Arts - Marketing Arts - Economic aspects Arts and society Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 213-265) and index.
Nota di contenuto	Frontmatter -- Acknowledgments -- Contents -- Introduction -- 1 The Arts in a Market Economy -- 2 The Market for the Written Word -- 3 The Wealthy City as a Center for Western Art -- 4 From Bach to the Beatles: The Developing Market for Music -- 5 Why Cultural Pessimism? -- Notes -- Index
Sommario/riassunto	This book seeks to redress the current intellectual and popular balance and to encourage a more favourable attitude towards the commercialization of culture that we associate with modernity.