

1. Record Nr.	UNINA9910461901603321
Titolo	Cultural economy [[electronic resource]] : cultural analysis and commercial life / / edited by Paul Du Gay and Michael Pryke
Pubbl/distr/stampa	London, : SAGE, c2002
ISBN	1-4129-3190-8 1-4462-1844-9 1-4462-2578-X 9786610369652 1-280-36965-5
Descrizione fisica	1 online resource (257 p.)
Collana	Culture, representation and identities
Altri autori (Persone)	Du GayPaul PrykeMichael <1955->
Disciplina	306.3
Soggetti	Economics - Sociological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"The chapters in this volume derive from a Workshop on Cultural Economy held at the Open University in January 2000"-- Acknowledgements.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Notes on Contributors; Acknowledgements; Cultural economy: an introduction; Chapter 1 - Economics as interference; Chapter 2 - Symbolic economies: The 'culturalization' of economic knowledge; Chapter 3 - Capturing markets from the economists; Chapter 4 - Work ethics, soft capitalism and the 'turn of life'; Chapter 5 - From Holloway to Hollywood: Happiness at work in the new cultural economy?; Chapter 6 - Identities and industries: The Cultural formation of aesthetic economies; Chapter 7 - Re-imaging the ad agency: The cultural connotations of economic forms Chapter 8 - Advertising, persuasion and the culture/economy dualismChapter 9 - The unintended political economy; Chapter 10 - Production, consumption and 'cultural economy'; Chapter 11 - Performing cultures in the new economy; Index
Sommario/riassunto	As terms like corporate culture, knowledge economy and market culture pass into the mainstream language, the contributors to this

study explore the manner in which markets and organisations are represented in today's society.
