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Altri autori (Persone)	Burger-HelmchenThierry
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Sommario/riassunto	Understanding the economic implication of creative individuals and firms is at the heart of the new economy and of related fields such as the economics of knowledge, the economics of science and innovation management. This book brings together a panel of theoretical and empirical contributions which address the generation of creative ideas and their transformation into products and services by firms or universities, as well as the interplay of those organizations in networks and markets.The word 'creativity' has been used a great deal recently in relation to efforts to recover from t