

|                         |  |
|-------------------------|--|
| 1. Record Nr.           | UNINA9910464706803321  |
| Autore                  | Shorthose Jim  |
| Titolo                  | Understanding creative business : values, networks, and innovation // Jim Shorthose and Neil Maycroft  |
| Pubbl/distr/stampa      | London, [England] ; ; New York, New York : , : Routledge, , 2016 ©2012   |
| ISBN                    | 1-317-00508-2<br>1-317-00507-4<br>1-283-62934-8<br>9786613941794<br>1-4094-0715-2  |
| Descrizione fisica      | 1 online resource (358 p.)   |
| Disciplina              | 658.4/094  |
| Soggetti                | Creative ability in business<br>Electronic books.  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | Values -- New spectacles for Juliette -- Why bother? : the expansion of care -- Taking part in the existence of things : an ecological lens -- Being good and doing right : a philosophical lens -- Everyday skills in care : contact lenses -- Seeing the right priorities : a professional lens -- Networks -- From a competitive economy to a creative ecology? -- How to make friend and influence people -- Who do i get into bed with? -- The nature of relationships -- Organising coral reefs -- Innovation -- Mozart and the innovation economy -- Thinking about the way to do thinking : epistemological choices -- Different methods : which tools to use, why, when, and how -- The flow of ideas : creative business innovation -- "The rules and peculiarities of various instruments" : innovation skills -- Houses of learning : cultural organizations for cultural innovation -- Summary -- Making a good dish of it : where is creativity? -- Creative business at a transformative moment?. |
| Sommario/riassunto      | Understanding Creative Business bridges the gap between creative practice and mainstream business organisation, entrepreneurship and   |

management. It discusses the effective positioning of creative practice within the contexts of professional and business development, cultural policy-making priorities and the wider cultural economy. This is more than simply a practical 'how to' guide book. It explores new theory and includes primary research to contribute to emerging debates between traditional and alternative models of business organisation and suggests what the broader field of business and ma

---