

1. Record Nr.	UNINA9910484182803321
Titolo	Exporting Culture : Which role for Europe in a Global World? // edited by Raphaela Henze, Gernot Wolfram
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer VS, , 2014
ISBN	3-658-01921-2
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (158 p.)
Classificazione	300 LB 52800
Disciplina	327.44 338.4770094
Soggetti	Management Culture Arts Sociology Cultural Management Sociology of Culture Sociology, general Europe Cultural policy
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 at the end of each chapters.
Nota di contenuto	European Culture and Identity -- Globalization -- Cultural transfer -- Soft Diplomacy.
Sommario/riassunto	Is European culture visible enough in the globalized world? Why is culture from this continent often perceived as 'old-fashioned' or even worse as 'out-dated'? Is the export of national cultural products and services – in most European countries subsidized by the taxpayer – no longer relevant, or more relevant than ever before? Is it a huge waste of money, time, and effort or an attempt to create another form of globalization? Culture – in its broadest sense – is often viewed and accepted in ways that differ completely from those of other internationally traded goods. This might be one of the reasons why so many institutions, foundations and cooperations invest time, power, and money in cultural projects. Is this an exaggerated approach or an

intelligent recognition of the genuine values of the 21st century – creativity and cultural sensitivity? These and several other questions concerning the export of culture are addressed by authors from different countries in order to initiate a debate about the role European cultural products and services are able to play globally. Content European Culture and Identity.- Globalization.- Cultural transfer.- Soft Diplomacy Target groups Practitioners in cultural organizations.- Researchers and Students in arts and cultural management.- Politicians with a focus on European Culture.- All those interested in European Culture and its future The editors Raphaela Henze is professor of Cultural Management at Heilbronn University. Gernot Wolfram teaches as professor of Arts Management at the MHMK University of Berlin. He is an expert for cultural affairs within the Team Europe of the European Commission in Germany.
