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Nota di contenuto	Cover; Contents; List of Illustrations; List of Tables; Editor's Introduction; The Power of an Idea; The Creative Industries come to China; A Changing China; Foreword; Preface; Acknowledgements; Introduction; How is Creativity Changing China?; Chapter 1: China's Creative Power; China's Creativity on the World Stage; Made in China; Created in China; The Creative Economy; Creative Industries in China; The Age of 3G; China's Creative Enterprises; Smiling Curve; Cultural Productivity; Industrial Competitiveness; Soft Power; Chapter 2: The Transformation of China's Economy; The Issue Creative Industries in the Economic Crisis Creativity and Innovation; Intellectual Property (IP); Risks and Benefits; Creative products are uncertain in terms of demand; Creativity is easy to copy; Cultural products do not have physical forms; There is uncertainty in technology, process and market acceptance; The phenomenon of shanzhai; Innovative Nation; The Way to Economic Growth; Industries without Boundaries; Transformation of Economic Development Mode; Resources transformation; Value upgrade; Structural optimization; Market expansion; Policy Suggestions Chapter 3: Changing Development Concepts Integrated development; Beyond Cultural Industries; Creative Industries vs. Traditional

Industries; Concept of Value Innovation; From product innovation to value innovation; From use value to symbolic value; From the Red Ocean to the Blue Ocean; Concept of People-oriented Development; From economic growth to economic development; From object resources to subject resources; From working hard to working happily; Creative talents; Chapter 4: Changing the Approach to Value Creation; The Value System of Creative Industries; Core industries Supporting industries Related industries; Merchandising industries; The Value Adding of Creativity; From Cultural Resources to Business Resources; Creative Tourism; The multi-dimensional integration of resources; The creation of future cultural heritage; Guiding and creating consumer trends in tourism; The expansion and extension of the industrial chain to improve the overall value of a region; New Values of Creative Tourism; Expanding the 'spatial chain': cross-regional joint development; Shaolin Culture and Innovation in the Performing Arts; Creative Agriculture; Chapter 5: The Creative City Urban Revitalization The Cultural Context of the City; The City Brand; The Structure of Urban Space; Creative Clusters; Activating artistic inspirations: organic space driven by creativity; Creating economic value: enterprise clusters that focus on cost; Social attributes: urban cultural districts with historical significance; Opportunities for Creative Industries in Urban Transformation; Promotion of Sustainable Development of the Urban Economy; Creativity in China; Beijing; Shanghai; Shenzhen; Hangzhou; Guangzhou; Chengdu; Chongqing; Wuhan; Xi'an; Nanjing
Chapter 6: Towards a Creative Society

Sommario/riassunto

The question Professor Li Wuwei investigates is not 'whether' creativity is changing China - but 'how' creativity is changing China. The outcome will have a profound impact on how China develops and its economic role in the world. Creative industries maintain and protect historical and cultural heritage, improve cultural capital, and foster communities as well as individual creativity. This leads to the improvement of cultural assets of cities, the establishment of city brands and identity, the promotion of the creative economy, and overall economic and social development. In this context,
