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Titolo	Entrepreneurship in the Creative Industries : How Innovative Agents, Skills and Networks Interact / / by Phillip McIntyre, Janet Fulton, Susan Kerrigan, Michael Meany
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Sommario/riassunto	This book provides a critical perspective on entrepreneurialism in the creative industries. Split into three sections, the book first asks the contextual question; why, at this point in time, did we arrive at such a focus on entrepreneurship in the creative industries? Examining the historical, social, cultural, economic and political background, the book places the creative industries and entrepreneurship firmly within a systemic approach to creativity and cultural production. Given this emphasis on entrepreneurship in the creative system, the second part of the book asks, what do those who want to work in the creative industries need to do to pragmatically gain an income? The practices, skills, business models and plans necessary to master in order to successfully run a business are explored in this section. The final section contains detailed case studies that reveal the lives of those who found a way to successfully gain an income in the creative industries. It

highlights the practical knowledge they gathered, how they negotiated their field of endeavour, and the decisions they made in the real world. Fundamentally the book answers three questions: How and why did we get here? Given that we are here at this point in time, how do we go about being entrepreneurial? And who has managed to do this in the creative industries and how did they do it? Covering both theoretical debates in detail, and practical case studies in key sub-sectors of creative industries, this truly integrative and far-reaching volume will be of interest to students, researchers and practitioners alike. Dr Phillip McIntyre is Professor of Communication in the School of Humanities, Creative Industries and Social Sciences at the University of Newcastle, Australia. Dr Janet Fulton is an independent researcher in Communication and Media and an Adjunct Associate Professor at RMIT University, Australia. Dr Susan Kerrigan is an Associate Professor in Film and Television at Swinburne University of Technology, Australia. Dr Michael Meany is a Senior Lecturer in the School of Humanities, Creative Industries and Social Sciences at the University of Newcastle. .

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