

1. Record Nr.	UNINA9910786273103321
Titolo	The economics of creativity : ideas, firms and markets / / edited by Thierry Burger-Helmchen
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2013
ISBN	0-203-07341-X 1-299-15677-0 1-135-10341-0
Descrizione fisica	1 online resource (377 p.)
Collana	Routledge studies in global competition ; ; 60
Altri autori (Persone)	Burger-HelmchenThierry
Disciplina	338/.064
Soggetti	Creative ability in business Intellectual capital New products Diffusion of innovations - Economic aspects Technological innovations - Economic aspects
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	pt. I. Economics of creativity, ideas and policies -- pt. II. Economics of creativity, firms and organizations -- pt. III. Economics of creativity, networks and markets.
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