

1. Record Nr.	UNINA9910792941303321
Autore	Khaire Mukti <1973->
Titolo	Culture and commerce : the value of entrepreneurship in creative industries // Mukti Khaire
Pubbl/distr/stampa	Stanford, California : , : Stanford Business Books, , 2017 ©2017
ISBN	1-5036-0308-3
Descrizione fisica	1 online resource (254 pages)
Disciplina	658.4/21
Soggetti	Cultural industries Entrepreneurship Arts - Economic aspects Arts - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- CONTENTS -- PREFACE -- ACKNOWLEDGMENTS -- 1. THE BUSINESS OF CULTURE -- 2. PIONEER ENTREPRENEURS -- 3. INTERMEDIARIES -- 4. DOING THEIR JOB -- 5. MAXIMIZING INFLUENCE -- 6. CREATORS AND PRODUCERS -- 7. POWER AND UNPREDICTABILITY -- 8. PURPOSE AND PROFIT -- 9. NEW WORLD, OLD RULES -- NOTES -- INDEX
Sommario/riassunto	Art and business are often described as worlds apart, even diametric opposites. And yet, these realms are close cousins in creative industries where firms bring cultural goods to market, attaching price tags to music, paintings, theater, literature, film, and fashion. Building on theories of value construction and cultural production, Culture and Commerce details the processes by which artistic worth is decoded, translated, and converted to economic value. Mukti Khaire introduces readers to three industry players: creators, producers (who bring to market and distribute cultural goods), and intermediaries (who critique and rave about them). Case studies of firms from Chanel and Penguin to tastemakers like the Pritzker Prize and The Sundance Institute illuminate how these professionals construct a vital value chain. Highlighting the role of "pioneer entrepreneurs"—who carve out space

for radical, new product categories—Khaire illustrates how creative professionals influence our sense of value, shifting consumer behavior and our culture in deep, surprising ways.

---