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Nota di contenuto	1. The value of economic history of the creative economy -- 2. Understanding the dynamics of creation and regulation of the music market in seventeenth-century Naples -- 3. The transformation of orphanages in music conservatory as a production place to share knowledge, professional development and invest in human capital -- 4. The experience of the Pietà dei Turchini Conservatory (1584-1807) -- 5. The entrepreneurial adventure of music in the 19th century: the places, the protagonists, the system of production and use, and the publishing sector.
Sommario/riassunto	This book analyses the emergence and growth of the creative sector in Naples between the early modern and modern eras, focusing particularly on the development of music markets in the city. From the

seventeenth century, Naples became one of the most culturally enriched regions in the Italian peninsula, with internationally known music schools, theatres and opera venues attracting visitors from across Europe in a burgeoning tourist market. This book sheds light on the driving economic factors and political contexts behind this key case study for the early growth of the opera and music sector in Europe. Starting with a discussion of the value of economic history to understanding cultural industries, the chapters approach this analysis through multiple lenses: the formation of human capital as the result of Naples' institutional urban welfare system; the role of cultural consumption as it evolved from a primarily religious activity to growing popular demand; and the role that central city authorities played in encouraging cultural activity through private investment and public policy. The book also draws on fascinating archival research to examine the contribution of Naples' music conservatories in the local creative economy. This book is a valuable resource to a broad range of readers, including those working in economic history, tourism history, the history of music and theatre, Italian social history and more. Rossella Del Prete is an Associate Professor of Economic History in the Department of Economics at the University of Sannio, Italy. Her research interests span history and economics, including public history, the economic history of art and culture, governance of cultural heritage, the history of tourism, labour history and female entrepreneurship.

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