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Altri autori (Persone)	LampelJoseph ShamsieJamal LantTheresa K
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Nota di contenuto	Contents; Foreword; Preface; Introduction; Part I: The Process of Value Creation; Part II: The Challenge of Positioning; Part III: The Nature of Markets; Part IV: The Role of Technology; Part V: The Impact of Globalization; Conclusions; Author Index; Subject Index
Sommario/riassunto	The business of culture is the business of designing, producing, distributing, and marketing cultural products. Even though it gives employment to millions, and is the main business of many large and small organizations, it is an area that is rarely studied from a strategic management perspective. This book addresses this void by examining a wide range of cultural industries--motion pictures, television, music, radio, and videogames--from such a perspective. The articles included in this book will be helpful to individuals who seek a better understanding of organizations and strategies in the

