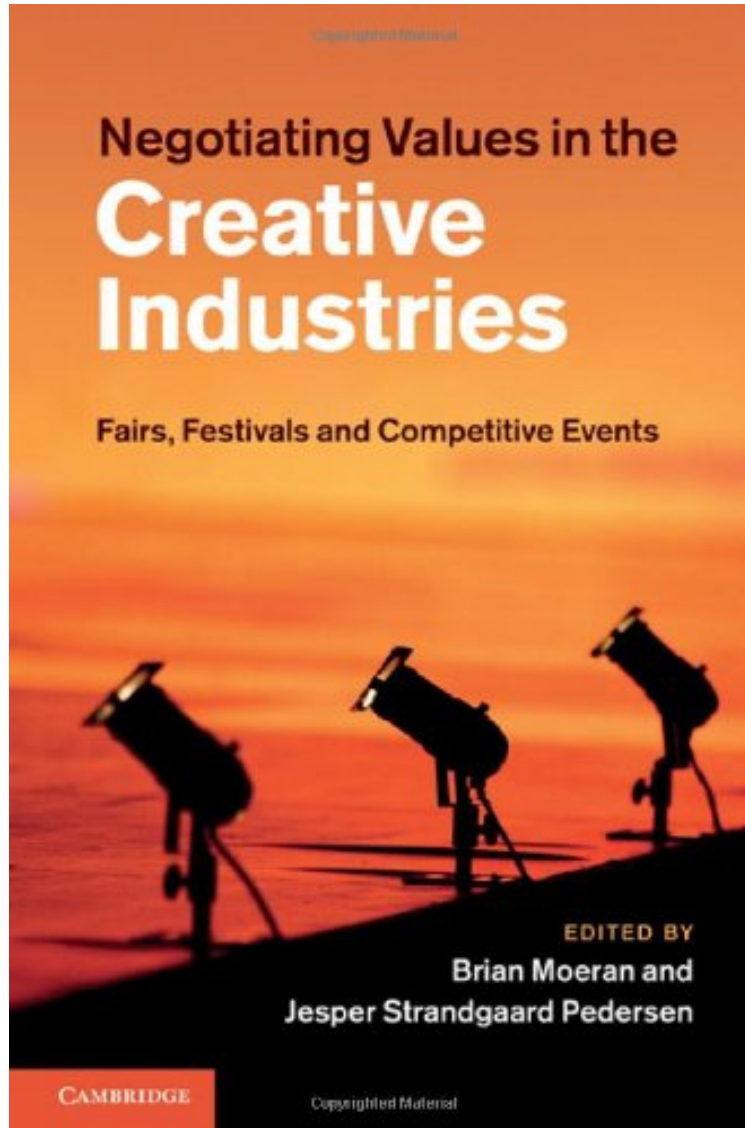


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From Cambridge University Press : Negotiating Values in the Creative Industries before purchasing it in order to gauge whether or not it would be worth my time, and all praised Negotiating Values in the Creative Industries:

Fairs, festivals and competitive events play a crucial role in the creative industries; yet their significance has been largely overlooked. This book explores the role of such events through a series of studies that include some of the most iconic fairs and festivals in the world. It brings together a team of distinguished scholars to examine art fairs, biennales, auctions, book fairs, television programming markets, film festivals, animation film festivals, country music

festivals, fashion weeks, wine classifications and wine tasting events. This diverse set of studies shows that such events serve a variety of purposes: as field-configuring events (FCEs), as a way of ritualising industry practices and as 'tournaments of values' where participants negotiate different cultural values to resolve economic issues. Suitable for academics and practitioners, this book presents a fascinating new perspective on the role and importance of fairs, festivals and competitive events in the creative industries.

"Brian Moeran and Jesper Strandgaard Pedersen have assembled a world class group of experts in the field of creative industries. The chapters in this book present a fascinating range of conceptual and empirical perspectives on the emerging phenomenon of cultural fairs, festivals and arts competitions. This outstanding book should be required reading for anyone interested in the intersection of cultural and economic institutions in contemporary society." - Roy Suddaby, Geddes Professor of Business and Director of the Canadian Centre for Corporate Sustainability and Social Entrepreneurship, University of Alberta

"This book brings fresh insights to understanding creative industries. The various chapters offer a lively account of the processes of cultural production, exchange and consumption across a wide span of creative industries. The book is particularly valuable for advancing an episodic perspective, which reveals how pivotal cultural 'happenings', including festivals, fairs, and tournaments, function as 'field configuring events', which can reveal the role of cultural values in addressing economic concerns. Mirroring the cultural turn taking place in the social sciences, this volume is a must-read for researchers of the creative industries, as well as those seeking a thoughtful explanation of how values can serve as a touchstone for negotiating economic concerns. A most enjoyable and enlightening volume!" - Mary Ann Glynn, Joseph F. Cotter Professor of Organization Studies and Research Director of the Winston Center for Leadership and Ethics, Boston College

"Up until recently, however, there have been few systematic studies of these entities and their role and functions in the creative industries, (populated by the firms that undertake to bring creative works to market), and this book takes a large and important step toward filling this gap...This volume is important to anyone interested in studying, teaching, or working in creative industries in particular and complex institutional fields and the critical organizational process of valuation in general." - Mukti Khaire, Harvard Business School, Administrative Science Quarterly

"The chapters make a fascinating read, vividly illustrating the confrontation between symbolic practices and economic exchange in the markets for cultural products" - Times Literary Supplement

About the Author Brian Moeran is Professor of Business Anthropology and Director of the Creative Encounters research programme at the Copenhagen Business School. Jesper Strandgaard Pedersen is Professor of Organization Theory and Director of 'Imagine..', the Creative Industries Research Centre at the Copenhagen Business School.