

Introducing The Creative Industries From Theory To Practice

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Introducing the Creative Industries: From Theory to ...

The key word in the title of the book is "Introducing". This book is a bit of "creative industries for dummies" - dummies like me, not familiar with the basic terminology of the field, especially in the context of the UK.

Introducing the Creative Industries: From Theory to ...

Resumen: DAVIES, Rosamund; SIGTHORSSON, Gauti (2013): Introducing the Creative Industries: From Theory to Practice. Londres: SAGE Publications Ltd. Creativity is a difficult concept to define, it has an enormous rage of application and usage.

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126 Introducing the Creative Industries Endowment for the Sciences, Technology and the Arts (NESTA) has suggested a taxonomy for the kinds of work performed within the creative industries. Instead of looking at the end-products (e.g., a film, a guided tour), we follow NESTA in divid-

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Rosamund has been a lecturer in creative and media writing at the University of Greenwich since 2001, founding and expanding the university's screenwriting provision. She also developed the Working in the Media and Creative Industries course, which became the basis for the book Introducing the Cr... show more

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This book takes you through the history, trends, products and markets of the creative industries, showing how success depends on a mix of ideas, tactics and talent. When understanding social networks and cultural economy is just as important as hands-on skills or an entrepreneurial spirit, Introducing the Creative Industries shows you how to use theories, concepts and practical skills to get ahead in their course and professional life.

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She also developed the Working in the Media and Creative Industries course, which became the basis for the book Introducing the Creative Industries: From Theory to Practice (SAGE, 2012), which she co-authored with colleague Gauti Sigthorsson.

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