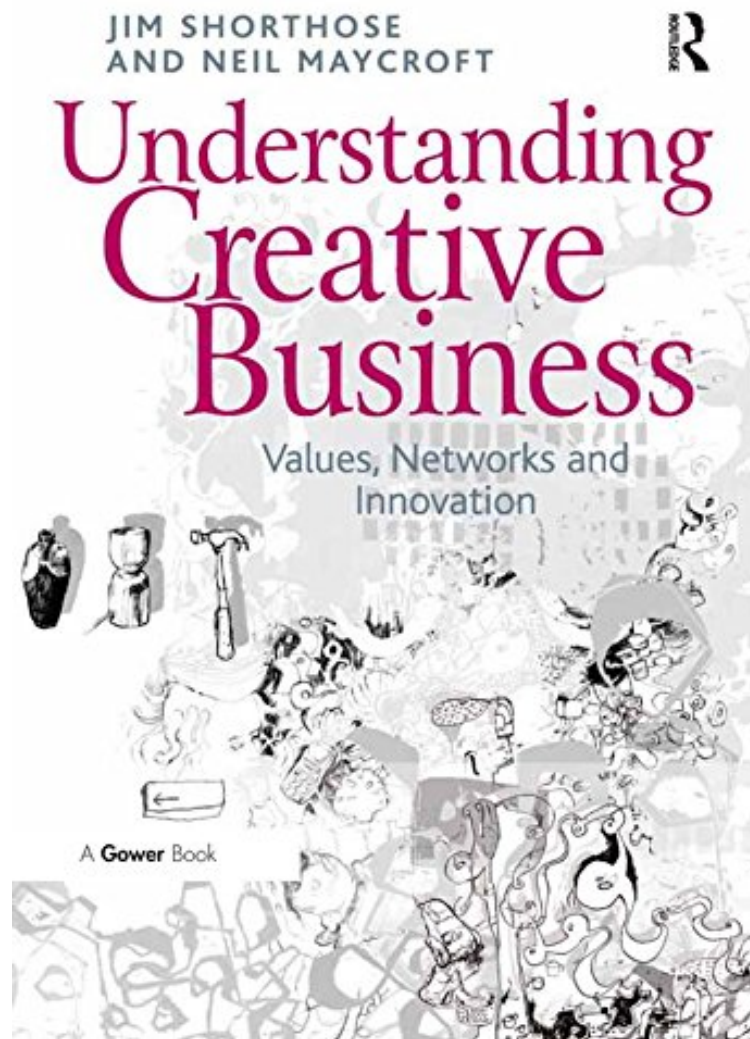


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# Understanding Creative Business: Values, Networks and Innovation

*Jim Shorthose, Neil Maycroft*

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**Jim Shorthose, Neil Maycroft : Understanding Creative Business: Values, Networks and Innovation** before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding Creative Business: Values, Networks and Innovation:

From authors used to operating between the commercial, public and independent sectors of the mixed cultural economy, Understanding Creative Business bridges the gap between creative practice and mainstream business organisation, entrepreneurship and management. Using stories, case studies and exercises it discusses the positioning of creative practice within professional and business development, cultural policy-making and the wider cultural

economy, and suggests what the broader field of business and management studies can learn from the informal structure and working practices of creative industries networks. Consideration is given to how ethical and moral value orientations animate creative practice and how they play into the wider debate about social responsibilities within business and public policy. The authors also explore the way creative business practices often coalesce around emergent and self-organized networks and how this signals alternative approaches to management, entrepreneurship, business organisation and collaboration. Above all else this book is about relationships; the practical examples expose the ways creative business can professionalise research, develop and sustain routes to growth through 'open' collaborative innovation and the lessons this holds for more general business innovation and policy engagements with the public domain. Written in accessible language, this book will be useful to researchers, students, educators and practitioners within the creative industries; to those working within cultural policy, arts and cultural management; and to all with an interest in management and leadership.

The crash of 2008 marked the end of one form of rather autistic capitalism. But below the surface a new way of doing business has been emerging - it is ethical and has integrity because it's based on the reciprocity of deep relationships. If the economic base has at least some bearing on the social infrastructure then anyone who wants to understand the economy and society should read *Understanding Creative Business*. Neal Lawson, Chair of Compass and author of *All Consuming*. About the Author Jim Shorthose is a university lecturer, freelance researcher and network animator for the creative industries. For several years he has consulted local, regional and international cultural policy institutions and has authored several books and journal articles. His recent work has developed in the cross-over terrain between philosophy, art and design disciplines and business development to bring interesting and useful debates from within these areas to bear upon the practical issues of being creative and doing business. To find out more about his work go to [www.jimshorthose.co.uk](http://www.jimshorthose.co.uk). Neil Maycroft is a Senior Lecturer in Art and Design at Lincoln University, where he currently co-directs the Masters' Degree in Creative Practice and supervises doctoral candidates. He specializes in professional creative practice development and research design and strategies. He has worked in partnership with the Nottingham Creative Network. His BA and PhD were both gained at Nottingham Trent University.