



Rethinking Strategy for Creative Industries: Innovation and Interaction (Routledge Research in Creative and Cultural Industries Management)

Milan Todorovic, with Ali Bakir

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Creative Industry practices are increasingly manifested through hybrid models and methods and emerging sub-sectors. With ever finer dividing lines between form and content, product and service, participation and consumption, the distinctions between sectors are increasingly blurred, while new, convergent models emerge.

Reflecting this fluid context, this book provides a new perspective on strategy in the Creative Industries. Based on extensive original research and live empirical data derived from case studies, interviews, and observations with creative managers, it reveals strategic decision-making by analysing business manoeuvres and stages of innovation in the Creative Industries. Through analysing the interactive features of aesthetically driven information assets, and how new user/consumer cultures are applied, it uncovers the principles that are transforming strategy in the Creative Industries.

This innovative volume will be of significant interest to scholars, advanced students and practitioners in the Creative Industries as well as industry consultancies and practitioners.

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