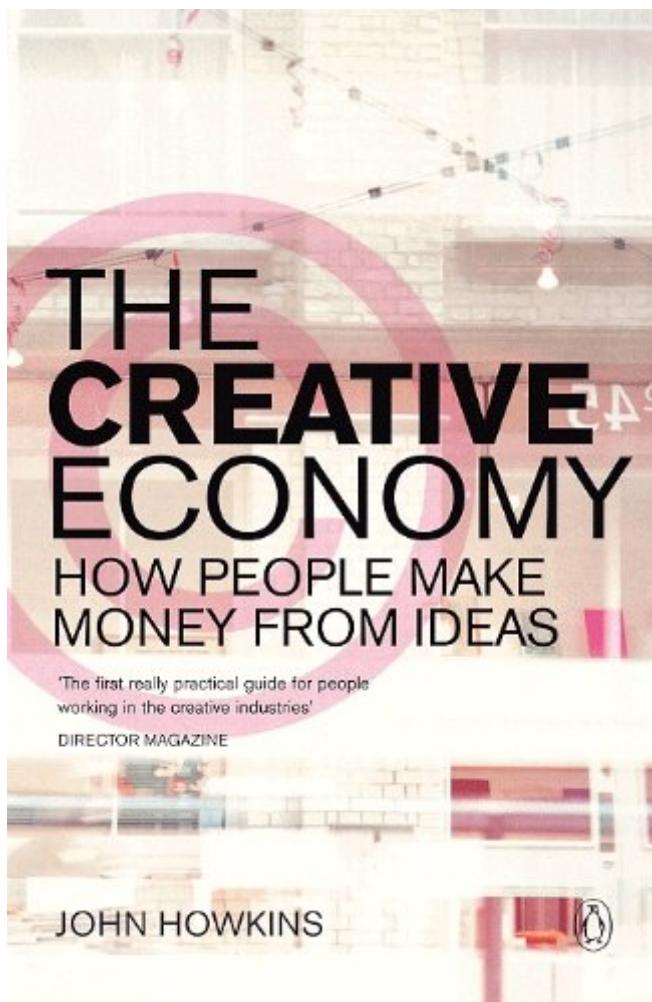


The book was found

The Creative Economy: How People Make Money From Ideas



Synopsis

Britain makes more money from music than from its car industry. In the United States the core copyright industries achieved foreign sales and exports of \$60.18 billion - a figure which surpasses, for the first time, every other export sector, including automobiles, agriculture and aircraft. Howkins sets out to explore how we can harness creativity and the industry it sustains to our common interests. This book is not about information and the information society. It is about more basic matters, what we humans want and what we are good at.

Book Information

File Size: 650 KB

Print Length: 288 pages

Publisher: Penguin; New Ed edition (June 27, 2002)

Publication Date: June 27, 2002

Sold by:Â Digital Services LLC

Language: English

ASIN: B002XHNNWA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #590,149 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #147
inÂ Books > Business & Money > Industries > Sports & Entertainment > Entertainment #155
inÂ Kindle Store > Kindle eBooks > Business & Money > Industries > Sports & Entertainment #214
inÂ Kindle Store > Kindle eBooks > Business & Money > Industries > Media & Communications

Customer Reviews

John Hawkins writes on the same topic as Richard Florida's "Creative Class" and he has the advantage to provide clear numbers and a precise methodology. Florida only asserts figures that cannot be verified (The creative class has become truly global, numbering between one-third to nearly one-half of the workforce in the advanced nations...). In other publications, he provides even more optimistic figures, but never quotes his sources nor does he provide a methodology."The Creative Economy" was written in 2001 (one year prior to "The Creative Class") and it goes much more in depth in his analysis. John Hawkins provides data sector by sector with an explanation of

the trends at work in each of them. Those who liked but hesitated while reading "The Creative Class" must absolutely "The Economic Class": they will find proofs of what is being analysed, they will find a method to ponder or to update the statistics quite easily, in brief it is a real book of economics which deals seriously with what really is innovation and how to foster it (while Florida's book merely provides slogans - good slogans, I admit, but still slogans and self-serving advertisement for his own Public Relation services). In a section called "The Ideas Business", John Hawkins explains his goal to quantify that "steely determination"™ in the heartland of the creativity economy. It describes the 15 industries where creativity is the most important raw resource and the most valuable economic product.

[Download to continue reading...](#)

Money: Saving Money: The Top 100 Best Ways To Make Money & Save Money: 2 books in 1: Making Money & Saving Money (Personal Finance, Making Money, Save Money, Wealth Building, Money) The Creative Economy: How People Make Money from Ideas Money: How to earn money with : Earn \$5000 per Week Part Time using the power of Arbitrage with Liquidation Products on (How to make money ... on , How to make money with) Make Easy Money Online: Follow in my footsteps and replace your 9-5 job in 30 days with no prior experience (How to make money online, Work less, Make money from home, Build a business) HOW TO MAKE MONEY ONLINE: Learn how to make money from home with my step-by-step plan to build a \$5000 per month passive income website portfolio (of 10 ... each) (THE MAKE MONEY FROM HOME LIONS CLUB) Make Money Online: 70 Painless Ways to Make Money for \$5 Or Less (Make Money Online Now) Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) Personal Finance: Budgeting and Saving Money (FREE Bonuses Included) (Finance, Personal Finance, Budget, Budgeting, Budgeting Money, Save Money, Saving Money, Money) Make Money Online: The Top 15 Ways To Start Making Money Online (How to Make Money Online, 2016) Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) Kids Can Make Money Too! : How Young People Can Succeed Financially--Over 200 Ways to Earn Money and How to Make it Grow How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the WorldÂ PASSIVE INCOME: Stop working - Start living - make Money while you sleep (top ideas to create your personal money machine, a step by step guide to create passive income) Passive Income: Become Financially Free by Working Less and Earning More (Passive Income for

Beginners, Make Money While You Sleep, Money Making Ideas, Passive Income Strategies) Cool Paper Folding: Creative Activities That Make Math & Science Fun for Kids!: Creative Activities That Make Math & Science Fun for Kids! (Cool Art with Math & Science) Money Management Tips: Control Money Don't Let It Control You (Budgeting your money, How to save money tips, Get out of debt fast, Live cheap, Debt free, Spend less) How to Hide Money During a Divorce: How to Hide Assets, How to Hide Money From Husband, How to Hide Money From Creditors, How to Hide Money During Bankruptcy) Make Art Make Money: Lessons from Jim Henson on Fueling Your Creative Career Passive Income: The Death of Money and Passive Income. How to Make Money Online and Survive in the Economic Collapse (Passive income, financial freedom, ... online, free money) (collapse, shtf Book 1) Money: Mindset - The 7 Step Money Mindset Formula That Will Help You Think & Produce Like A Millionaire (Mindset, How to Get Out of Debt, Financial Freedom, ... Make Money Online, Investing for Beginners)

[Dmca](#)