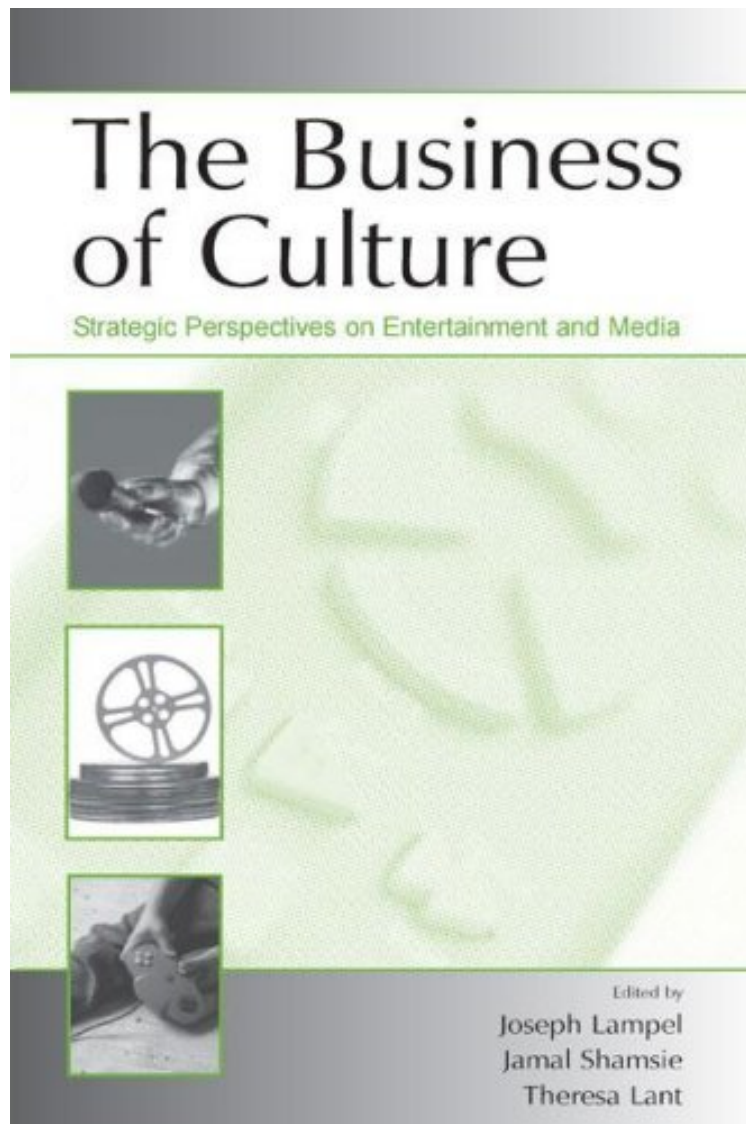


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The Business of Culture: Strategic Perspectives on Entertainment and Media (Organization and Management Series)

From Psychology Press
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From Psychology Press : The Business of Culture: Strategic Perspectives on Entertainment and Media (Organization and Management Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Culture: Strategic Perspectives on Entertainment and Media (Organization and Management Series):

The business of culture is the business of designing, producing, distributing, and marketing cultural products. Even though it gives employment to millions, and is the main business of many large and small organizations, it is an area that is rarely studied from a strategic management perspective. This book addresses this void by examining a wide range of cultural industries--motion pictures, television, music, radio, and videogames--from such a perspective. The articles included in this book will be helpful to individuals who seek a better understanding of organizations and strategies in the entertainment and media sector. But it should also provide valuable insights to managers and entrepreneurs who operate in environments that share the creative uncertainty and performance ambiguity that characterize most cultural industries.

The 'Business of Culture', Lampel, Shamsie, and Lant's new edited volume...is worth readers' attention for a variety of reasons. The editors have combined their deep domain knowledge of specific cultural industries and their scholarly backgrounds in organization theory and strategic management....cut a fresh angle that focuses on the strategic management of cultural industries....The book brings us closer to understanding the businesses of the future.mdash;Administrative Science QuarterlyThis is a collection of article of some of the best, as well as the most current, research on the management of cultural industries.mdash;APADE