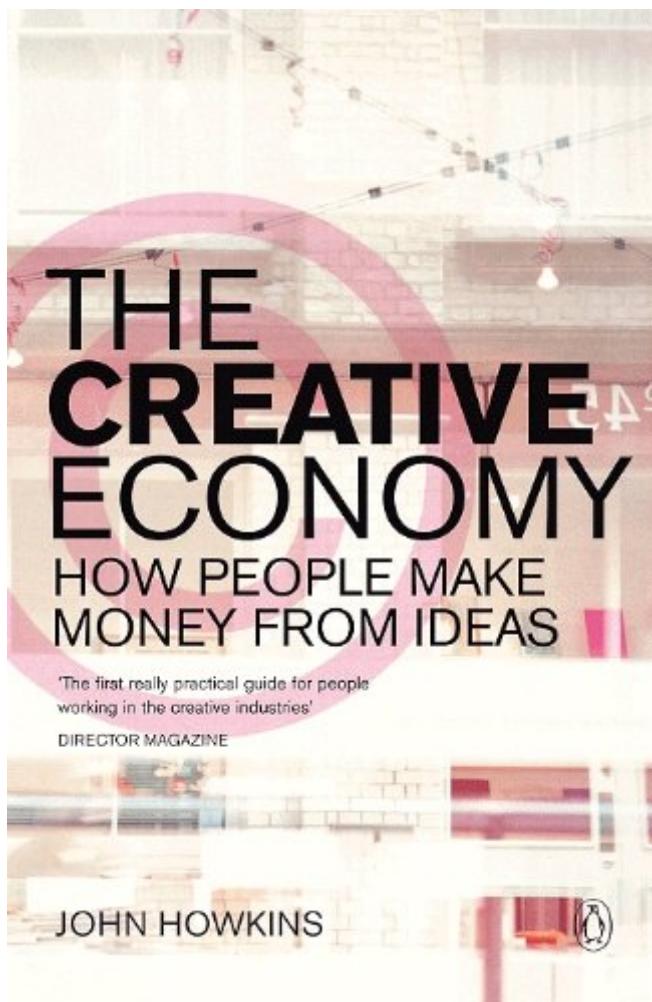


The book was found

# 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**

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## **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.

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