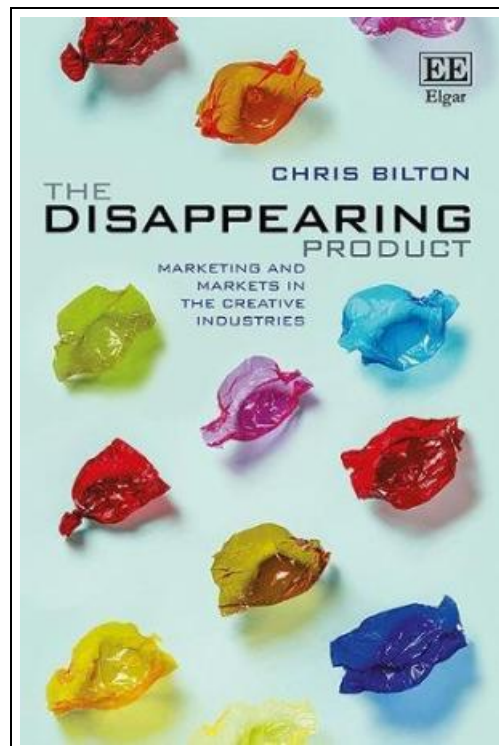


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THE DISAPPEARING PRODUCT: MARKETING AND MARKETS IN THE CREATIVE INDUSTRIES (PAPERBACK)



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Edward Elgar Publishing Ltd, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. The Disappearing Product combines analysis of developments in the creative economy with practical guidance for marketing in the creative industries. Using theoretical models and extensive practical examples, this book challenges cultural producers to reclaim their place in the creative economy. Marketing is situated in the context of social, cultural and technological change that has revolutionised the creative and media industries. Traditional broadcasters, publishers and record labels have been displaced by a new generation of intermediaries including Amazon, Apple, Facebook and Google. These new intermediaries are marginalising cultural producers, devaluing products and monopolising consumer attention. Bilton s analysis focuses on how the creative industries must respond to these structural changes with new, innovative marketing methods for cultural products. Key features include: * a defined approach to marketing geared towards the cultural and creative industries, distinguished from `business as usual and `arts marketing * case studies and questions for discussion that can be used in the classroom * analysis of the creative economy highlighting practical strategies for marketers and managers * key examples of recent innovative marketing by artists and cultural entrepreneurs. An essential guide for students of creative industries, marketing and management, this book allows readers to develop their own tailored approach to marketing. Cultural entrepreneurs, marketers and managers will benefit from the in-depth insight into new patterns of consumption, transformed markets and emerging business models.



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