Managing Creativity

What are the challenges and opportunities of managing people in creative industries? How are the tensions between creative and commercial pressures mediated?

The creative industries are an area of increasing economic importance. Yet creative industries and creative-based organizations are rife with problems such as whether and how control of the creative process should be exercised; the extent to which knowledge of creative production may be made explicit; and how the ‘connection’ between producer and consumer should be mediated. In Managing Creativity, a team of experts from a diverse range of fields – including management, fine art, music, the internet, design, theatre and publishing – discuss these and other problems concerning the relationship between management and creativity. Developing an appreciation of these problems is theoretically productive, not only because it throws new light onto our understanding of creative-based organizations, but also because it can be revelatory about organizations more generally.

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Managing Creativity

Exploring the Paradox

Edited by

BARBARA TOWNLEY
NIC BEECH
For Dominique
For Linda and Rosie
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Acknowledgements

Work for this book was partially funded from an AHRC/ESRC/DTI/Arts Council England grant, number AH/E508456/1, *The Discipline of Creativity: Exploring the Paradox*. We should like to thank Paula Parish of Cambridge University Press for her support for the book and her help in bringing it to fruition. The editors would like to thank all the contributors for their contributions to the discussion and their willingness to respond to sometimes impossible deadlines. The editors are also extremely grateful to Mindy Grewar for her superb work in preparing the book for production. Anyone who has been through this process will realize how much work is involved in this. Her hard work and diligence on this while remaining so supportive is singularly recognized.