

Cultural Industries and Global Markets

Syllabus 2020-21

The course will address **9 main topics** related to cultural industries.

Below, you can find the reading material for the 9 topics. **Each reference is hyperlinked so you can directly download the text.**

For each topic, **slides will be available in the online course material** at the course's webpage. **In the slides I will include additional references** that can be useful to deepen the discussion of a subject or bring illustrative case-studies. **These additional references are not required for the exam**, but you can use this material when preparing for the test.

Depending on the time schedule, **some additional lectures will be added covering specific cultural and creative sectors.** The references of these lectures will be added to this syllabus during the course. *So, to have the full reading list of the course remember to download this file at the end of the course!!!*

Topic 1 - Classifying and measuring cultural and creative industries

- [UNESCO Creative Economy Report, 2013 Chapter 1](#)
- [Higgs, P., & Cunningham, S. \(2008\). Creative Industries Mapping: Where have we come from and where are we going?. *Creative Industries Journal*, 1\(1\), 7-30.](#)
- [Potts J. & Cunningham S. \(2008\) *Four models of the creative industries*. *Int. J. Cultural Policy* 14\(3\):233-247](#)

Topic 2 - Properties of cultural and creative activities

- [Towse, R. \(2003\). *Cultural industries. A handbook of cultural economics*, 170-182.](#)
- [Caves, R. E. \(2000\). *Creative industries: Contracts between art and commerce*. *Harvard University Press*. \(Introduction\)](#)

Topic 3 - Demand of cultural products

- [Schulze, R. \(2003\) *Superstars. A handbook of cultural economics*.](#)
- [Caves, R. E. \(2000\). *Creative industries: Contracts between art and commerce*. *Harvard University Press*. \(Cap. 4,11-12\)](#)
- [Watts \(2007\) *Is Justin Timberlake a Product of Cumulative Advantage?* *NYT*](#)

Topic 4 - Supply of cultural products

- [Heilbrun, J. \(2003\). *Baumol's cost disease. A handbook of cultural economics*, 91.](#)
- [Cowen, T. \(1996\). *Why I do not believe in the cost-disease*. *Journal of cultural Economics*, 20\(3\), 207-214.](#)

- [Bakker, G. \(2012\). Sunk costs and the dynamics of creative industries. *LSE Working Paper 172/12*.](#)
- [Maguire, J. S., & Matthews, J. \(2012\). Are we all cultural intermediaries now? An introduction to cultural intermediaries in context.](#)

Topic 5 – Innovation and creativity in cultural industries

- [Caves, R.E. \(2000\) *Creative industries: Contracts between art and commerce*. Harvard University Press. \(Cap.13\)](#)
- [Csikszentmihalyi, M. \(2014\). Creativity and genius: A systems perspective. In *The Systems Model of Creativity* \(pp. 99-125\). Springer, Dordrecht.](#)
- [Jones, C., Lorenzen, M., & Sapsed, J. \(2015\). Creative industries: A typology of change. *The Oxford Handbook of Creative Industries*, 1-51.](#)

Topic 6 - Economic Analysis of copyright law

- [Watt, R. \(2004\). The Past and the Future of the Economics of Copyright. *Review of Economic Research on Copyright Issues*, 1\(1\), 151-171.](#)

Topic 7 – The Digital revolution

- [Waldfoegel, J. \(2017\). How Digitization Has Created a Golden Age of Music, Movies, Books, and Television. *Journal of Economic Perspectives*, 31\(3\), 195-214.](#)
- [Liebowitz, S. J. \(2006\). File Sharing: Creative Destruction or Just Plain Destruction? *Journal of Law and Economics*, 49\(1\), 1-28.](#)
- [Elberse, A. \(2008\). Should you invest in the long tail? *Harvard business review*, 86\(7/8\), 88.](#)

Topic 8 - Globalization and cultural diversity

- [Throsby, D. \(2010\). *The economics of cultural policy*. Cambridge University Press, \(Chapter 9\)](#)
- [Cowen, T. \(2002\). Creative Destruction. *National Post*](#)

Topic 9 - Clusters of cultural and creative industries

- [Gong, H., & Hassink, R. \(2017\). Exploring the clustering of creative industries. *European Planning Studies*, 25\(4\), 583-600.](#)
- [Cowen, T. \(2009\). *Creative destruction: How globalization is changing the world's cultures*. Princeton University Press. \(Chapter 4\)](#)
- [Lorenzen, M. \(2009\), Go West: The Growth of Bollywood, Copenhagen Business School.](#)
- [Chowdhury et al. \(2008\), Nollywood: The Nigerian Film Industry, Harvard Kennedy School.](#)

