

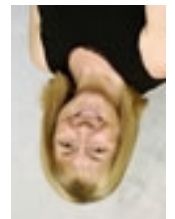
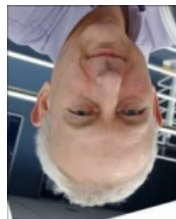
precedent presents a challenge for researchers, educators and policymakers who want to not only know, but explain, and further, anticipate, what is going on, so that appropriate development and support mechanisms might be put in place.

It's about

'Value Creation' And 'Value Capture'

Creative Methodologies for the Creative Industries

Lorraine Warren and Ted Fuller



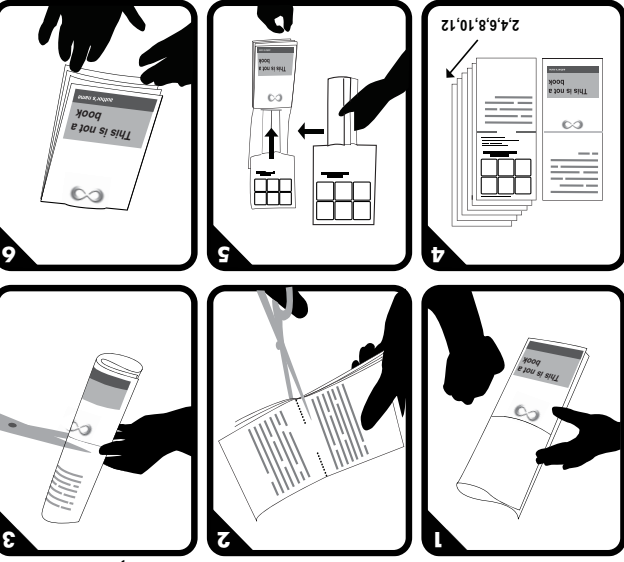
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and the techno-creative milieu. The Digital Economy has had a profound effect on the power base in the industry, as old business models have been swept aside – at times, before new revenue streams have been established.

Thirdly, the creative industries have a distinctive character that challenges traditional models of research into business innovation and entrepreneurship. Unorthodox collaborations come together for the duration of a single project, then disband and form new partnerships for the next project. This diversity, fluidity, interconnectedness and potential range of novel new combinations for which there may be currently no



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Conversion of capitals, sequence and interplay over time... anticipation of value gives life...
 Creative businesses must continue to evolve to create value.
 Successful evolution requires constant learning by everyone.
 People create knowledge to create value to create robust futures.

We are Conceptual

“For robust futures long lived companies need life”

The secret to sustainability is *life*. People make a business alive. Living requires constant anticipation and adaptation.
 Had you ever wondered whether many of today's 'business model' businesses are actually living; growing, evolving, maturing, and becoming wiser?
 Evidence from the surprisingly few studies carried out on long-lived companies indicates that each evolves by creating knowledge in harmony with their changing environment, while managing risk.

We are Analytical

...multiple values... multiple levels of analysis

We are Empirical

Inherent narration of values within system...

Artistic, creative, technical, societal, economic...

Significance and relative stability of ...emergents

At all times businesses remain sensitive to conditions, anticipating and recognising change and acting upon it.

- ≡ Experiments are encouraged, or tolerated, and learnt from;
- ≡ Identity and purpose are continuously refreshed to maintain value and meaning;
- ≡ Machines and efficient processes are used as tools by people, rather than the opposite;

We seek to identify causes outside the immediate gaze of value creation and value capture, which are of public and national interest.

Our research is qualitative, grounded in the study of actors, involves in innovative projects, focussing on the artefacts, discourses and exchanges produced.

Secondly, developments in digital technology have stimulated new impetus for rapid change over the last decade, presenting unlimited possibilities for new resonances between social practices and values

What does this mean for the creative industries? Why is studying this sector different from other challenges? Firstly, the 'creative industries' are very diverse, spanning a range of interlocking industries, including arts, culture, heritage, media, gaming, performance and occasionally sports; the production of both (aesthetic) artefacts and also surrounding services must also be considered.