Creative Work Beyond the Creative Industries
Innovation, Employment and Education

Edited by Greg Hearn, Professor, Creative Industries Faculty, Queensland University of Technology, Ruth Bridgstock, Professor of Teaching and Curriculum Innovation in The Centre for Learning Futures, Griffith University, Ben Goldsmith, School of Politics and International Relations, Australian National University and Jess Rodgers, Centre for Creative Industries and Innovation, Queensland University of Technology, Australia

Creative workers are employed in sectors outside the creative industries often in greater numbers than within the creative field. This is the first book to explore the phenomena of the embedded creative and creative services through a range of sectors, disciplines, and perspectives.

‘Policymakers globally are seeing the potential for future growth through embedding greater creativity across their economies. Yet much academic research has focused on the creative industries as traditionally defined, rather than looking at the bigger picture. CCI’s research has been the exception, making significant conceptual and empirical breakthroughs in our understanding of creative work in the wider economy. This volume should be required reading for students, researchers and practitioners of innovation policy.’
– Hasan Bakhshi, Director, Creative Economy in Policy & Research, Nesta, UK

‘Hearn and his colleagues have amassed an impressive array of empirical evidence, theoretical insights and policy prescriptions for understanding how creative workers are contributing to a variety of industries outside the purely cultural or creative industry sectors. The scope of their investigations includes healthcare, banking, manufacturing, digital technology, creative services, journalism, media and communication, and higher education. This book significantly advances our understanding of how creative workers are utilizing their capabilities to contribute broadly to the economy. It also offers important insights into professional learning for creative workers and shows how education can prepare future generations of creative study students to succeed in today’s knowledge based economy.’
– Robert DeFilippis, Suffolk University, US