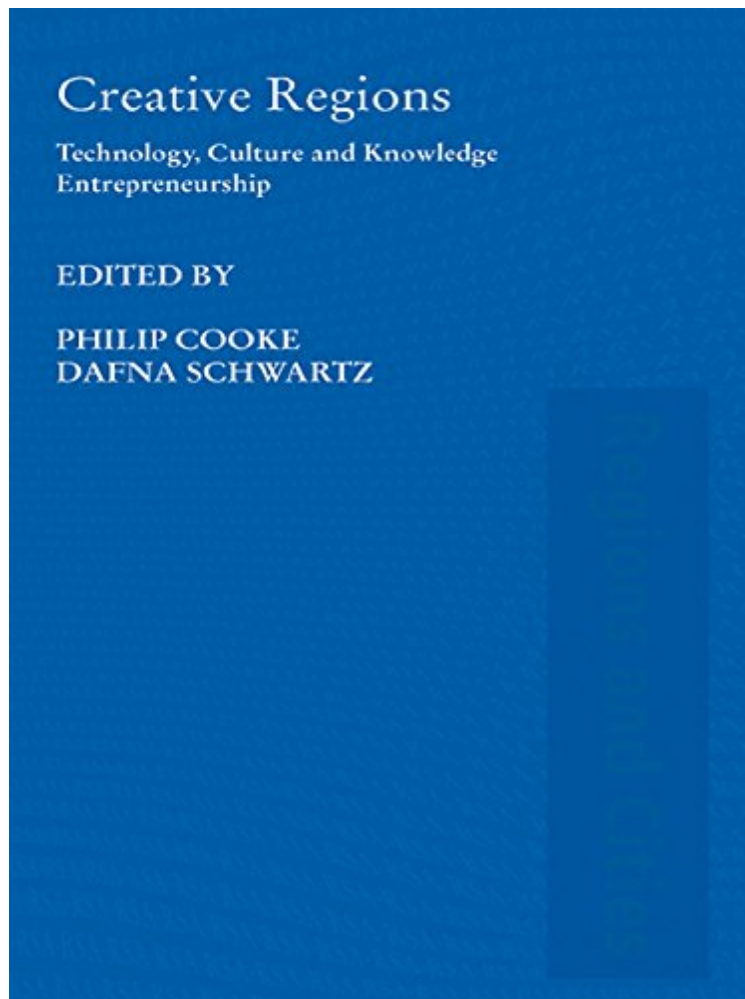


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Creative Regions: Technology, Culture and Knowledge Entrepreneurship (Regions and Cities)

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From Routledge : **Creative Regions: Technology, Culture and Knowledge Entrepreneurship (Regions and Cities)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creative Regions: Technology, Culture and Knowledge Entrepreneurship (Regions and Cities):

This unique book focuses on regional creativity, analysing the different factors that can affect creativity and innovation process within regions in the knowledge economy. Approaching creativity from technological, organizational and regional viewpoints, it attempts to break down the influence of oppositional approaches and take

account of multi-level interactions in economy and policy. The variety of papers presented looks at: how regions can be creative and competitive; how research and development is outsourced and the scientific knowledge and technology transferred; what types of technology based cultural activities can operate; the relevant financing and development of knowledge entrepreneurship. Whilst many of these aspects are driven by market forces Creative Regions demonstrates that the regional and national public sectors have a significant role to play and is essential reading on how to generate a competitive advantage for regions in the knowledge economy in the global market.

About the Author Philip Cooke is University Research Professor in Regional Development and founding Director (1993) of the Centre for Advanced Studies, University of Wales, Cardiff. He is a partner in Cardiff's ESRC Centre for Economic and Social Analysis of Genomics (CESAGen) and an Adjunct Professor at the University of Aalborg, Denmark. Dafna Schwartz is a senior faculty member at the Department of Business Administration at Ben-Gurion University (Israel), head of the area of Entrepreneurship and High-Tech Management and director of the Centre for Entrepreneurship and High-Tech Management. She is an economic consultant in Israel and abroad and a board member of leading Israeli corporations.