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The book shows how cultural products are produced, marketed and sold in an increasingly global economy. Chapters examine the emergence of truly global cultural products and the strategies of global cultural players such as Sony. Throughout, the book illustrates that contemporary cultural goods and services are inextricably bound up with economic processes of production, circulation and

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Production of Culture/Cultures of Production. Open University. SAGE, 1997 - Language Arts & Disciplines - 356 pages. 0 Reviews.

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Cultural production - Oxford Reference

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The Production of Culture Perspective | Annual Review of ...

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Production of Culture, Cultures of Production is one of a series of books developed by the Open University which aims to offer a

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comprehensive and innovative introduction to contemporary cultural studies. The series editor is Stuart Hall. Paperback: 368 pages
Publisher: Sage Publications Ltd; 1 edition (March 10, 1998)

Production of Culture / Cultures of Production

Processes of production are themselves cultural phenomena in that they are assemblages of meaningful practices that construct certain ways for people to conceive of and conduct themselves in an organizational context. These are the cultures of production production referred to in the title of this book.

Du Gay 1997 - Production of Culture | Economics | Employment

Summary: "The book shows how cultural products are produced, marketed and sold in an increasingly global economy. Individual chapters examine the emergence of truly global cultural products and the strategies of global cultural players such as Sony. They analyse how culture is circulated through the activities of the cultural intermediaries of design, marketing and advertising, and explore cultural production in practice.

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Production of Culture/Cultures of Production : Paul Du Gay ...

Production of culture/cultures of production Gay, Paul du ; Open University The contributors examine the emergence of truly global cultural products and the strategies of global cultural players, analyse how culture is circulated, and consider why culture has become a crucial concern to business and organisations

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In Production Culture, John Thornton Caldwell investigates the cultural practices and belief systems of Los Angeles–based film and video production workers: not only those in prestigious positions such as producers and directors but also many “ below-the-line ” laborers, including gaffers, editors, and camera operators.Caldwell analyzes the narratives and rituals through which workers make ...

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