

Developing Creative Economy Through Disruptive Leadership: Emerging Research and Opportunities

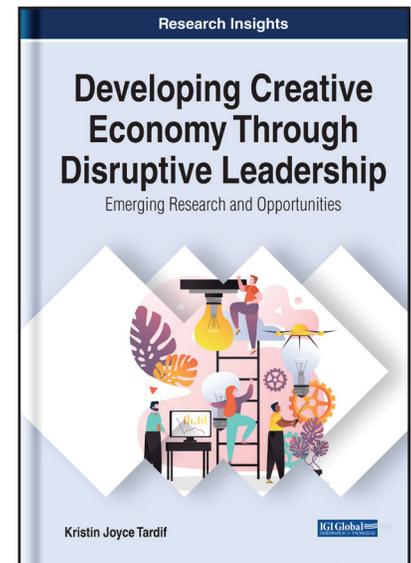
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Kristin Joyce Tardif (University of Arkansas – Fort Smith, USA)

Description:

Across rural America there are disruptive leaders who are finding the courage to ignite their small local communities with creativity, ingenuity, scrappiness, and collaboration despite political, racial, or religious differences. By combining skills, experience, and culture heritage, they are successfully igniting their own creative economies. Many of these communities are providing products and services to much larger urban areas and are thriving in international trade. In addition, they have capitalized their own unique cultural heritage and have developed a bustling tourism industry. All have developed events, public art, fine arts, music, theater, and technology to create a modern new local enlightenment.

Developing Creative Economy Through Disruptive Leadership: Emerging Research and Opportunities is a collection of innovative research that explores strategies for reinventing and rebuilding creative economies. While highlighting topics such as entrepreneurship, social media, and branding, the research within this book is based on the interviews and analysis of fifteen state agencies that are a mixture of rural, semi-urban, and urban, and are all quite different in culture and diversity. This publication is ideally designed for community leaders, government officials, policymakers, entrepreneurs, educators, researchers, academicians, and students.



ISBN: 9781799834168

Pages: 180

Copyright: 2020

Release Date: April, 2020

Hardcover: \$185.00

Softcover: \$140.00

E-Book: \$185.00

Hardcover + E-Book: \$220.00

Topics Covered:

Branding
Cognitive Skills
Cultural Tourism
Education
Entrepreneurism
Government

Industrial Revolutions
Nonprofits
Self-Awareness
Social Media
Technology
Urban and Rural Migration

Subject: Business and Management

Classification: Research Insights

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA