



A Textbook of Cultural Economics

By Ruth Towse

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What determines the price of a pop concert or an opera? Why does Hollywood dominate the film industry? Does illegal downloading damage the record industry? Does free entry to museums bring in more visitors? In *A Textbook of Cultural Economics*, first published in 2010, one of the world's leading cultural economists shows how we can use the theories and methods of economics to answer these and a host of other questions concerning the arts (performing arts, visual arts and literature), heritage (museums and built heritage) and creative industries (the music, publishing and film industries, broadcasting). Using international examples and covering the most up-to-date research, the book does not assume a prior knowledge of economics. It is ideally suited for students taking a course on the economics of the arts as part of an arts administration, business, management, or economics degree.

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A Textbook of Cultural Economics By Ruth Towse Bibliography

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Editorial Review

Review

'There is no one more knowledgeable about the economics of the arts than the author of this book. Well and clearly written, it spans the economic literature, offering the reader understanding of the insights that economic research provides on this topic. It reports what has been learned about the prospects and problems that face this activity, which is so important for civilized society.' William J. Baumol, New York University

'One is bound to have high expectations of anything written by Ruth Towse about cultural economics. Readers of her latest work will certainly not be disappointed. It is the most complete introduction to the subject ever produced. It covers description of the economic organisation of the arts with graphic examples ranging from the one-person business of the individual artist to giant enterprises such as the British Museum. The economic analysis is of a high order and will survive the critical scrutiny of the economic theorist and yet will also be accessible to those interested but not schooled in economic thinking. The discussion of policies towards the arts is particularly valuable, notably in respect of important controversies surrounding the place of the creative arts and copyright provision in government programmes.' Sir Alan Peacock, Heriot-Watt University and Fellow of the British Academy

'Ruth Towse's name is one of the most widely known in cultural economics. Her many published contributions to the economics of the arts make her an ideal person to write a comprehensive textbook in this field. This book will not only be required reading for introductory courses in art economics, but will also provide an ideal overview for the non-specialist reader interested in finding out how economists think about the arts.' David Throsby, Macquarie University

'A renowned cultural economist, Towse aims to employ theories and methods of economics to answer issues as diverse as fees for museum entrance and illegal downloading of music ... She uses international examples and up-to-date research and does not assume a prior knowledge of economics.' The Times Higher Education Supplement

'Towse's broad knowledge of the field is reflected in the book, which covers a tremendous amount of ground in its [pages] ... It is a very good reference work, providing an excellent window into the state of research on cultural economics ... and I am happy to have it available.' Julia F. Lowell, Journal of Cultural Economics

About the Author

Ruth Towse is Professor of Economics of Creative Industries at Bournemouth University and Professor Emerita at Erasmus University, Rotterdam. Professor Towse is one of the world's leading cultural economists and has taught in universities in the UK, the Netherlands, Italy and Thailand. She was Joint Editor of the Journal of Cultural Economics from 1993 to 2002 and President of the Association for Cultural Economics International from 2006 to 2008. She is a fellow of the Royal Society of Arts.

Users Review

From reader reviews:

Jane Abraham:

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Julie Boyle:

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Annie Smith:

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William Kavanaugh:

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