

Created in China

The great new leap forward

Michael Keane

j J Routledge

fflm Taylor & Francis Group

LONDON AND NEW YORK

C

Contents

<i>List of tables</i>	ix
<i>Foreword: John Howkins</i>	x
<i>Acknowledgements</i>	xii
Introduction	1
 PART I	
Culture and civilisation	9
1 The innovation ecology	11
2 Territory, technology and taste	23
3 The culture-knowledge economy of traditional China	35
4 Revolution, reform and culture in modern China	47
5 Cultural fever, critical theory and cultural industries	59
 PART II	
From Made in China to Created in China	75
6 Innovation systems, creative economy and catch-up	77
7 Cities and the creative field	94
8 In search of China's new clusters	104
9 Reality TV, post-collectivism and the long tail	116

10	Joint ventures, franchising and licensing	129
11	Re-branding the dragon: culture as resource	139
12	The great new leap forward? •	151

<i>Appendix: China's cultural and creative industries:</i>	
<i>table of regulatory powers and functions</i>	165
<i>Notes</i>	168
<i>References</i>	173
<i>Index</i>	188