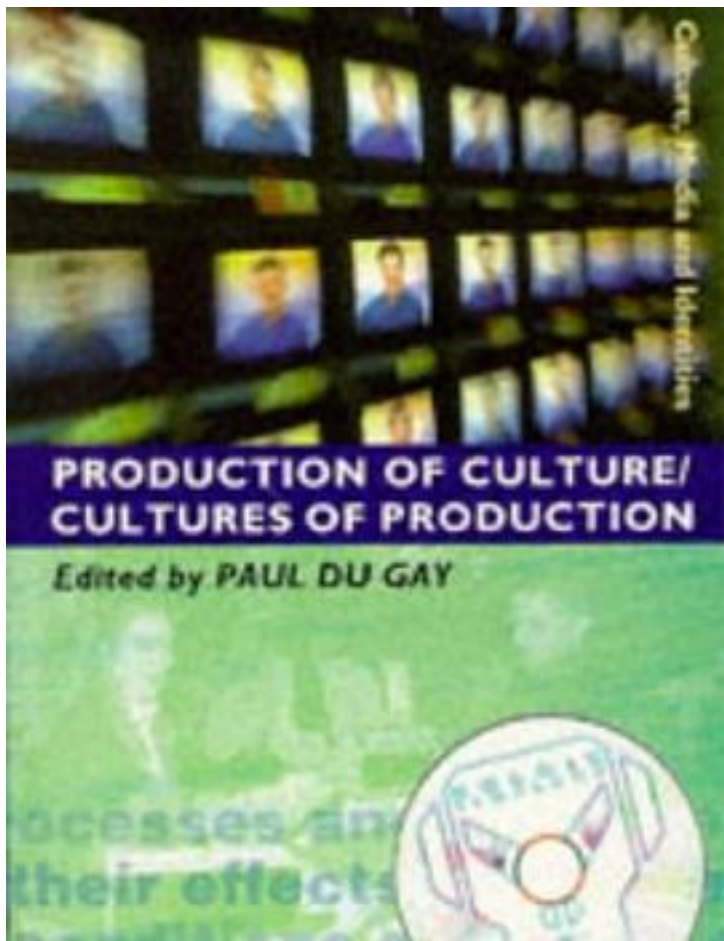


Production of Culture/Cultures of Production



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This innovative text offers a novel understanding of relations between the economic and the cultural. 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 exchange.

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