Contents

	at of figures	vii	
	List of figures		
List of tables Preface Acknowledgements			
			A
1	Entrepreneurial creativity and coordination of new products	1	
	Introduction	1	
	Coordinating new-to-the-world digital media	3	
	Resources and creative inputs	6	
	Deconstructing entrepreneurial creativity	11	
	Entrepreneurial creativity and the virtual world	16	
	Methodology	18	
	Conclusion	21	
2	The process of entrepreneurial creativity	24	
	Introduction	24	
	Process of entrepreneurial creativity	26	
	Situation comedy online	28	
	Downloadable video game (alpha)	35	
	iPad magazine on the go	41	
	Conclusion	45	
3	New ideas and talents	48	
	Introduction	48	
	Psychology of creativity	51	
	Economics of creativity	56	
	Sociology of creativity	58	
	Ideas for new content	60	
	Conclusion	65	
4	Culture, structure and network	67	
	Introduction	67	
	Role of culture, structure and network within new ideas		
	conception	68	
	Ideas and firm contexts	76	
	Culture and creative freedom	77	
	Structure and emerging ideas	81	

Contents

Li	ist of figures	vi	
Li	List of tables		
Preface			
Acknowledgements			
1	Entrepreneurial creativity and coordination of new products	1	
•	Introduction	1	
	Coordinating new-to-the-world digital media	7	
	Resources and creative inputs	6	
	Deconstructing entrepreneurial creativity		
	Entrepreneurial creativity and the virtual world	11 16	
	Methodology	18	
	Conclusion	21	
	The process of entrepreneurial creativity	24	
	Introduction	24	
	Process of entrepreneurial creativity	26	
	Situation comedy online	28	
	Downloadable video game (alpha)	35	
	iPad magazine on the go	41	
	Conclusion	45	
3	New ideas and talents	48	
	Introduction	48	
	Psychology of creativity	51	
	Economics of creativity	56	
	Sociology of creativity	58	
	Ideas for new content	60	
	Conclusion	65	
4	Culture, structure and network	67	
	Introduction	67	
	Role of culture, structure and network within new ideas		
	conception	68	
	Ideas and firm contexts	76	
	Culture and creative freedom	77	
	Structure and emerging ideas	81	

	The social side of ideas network	83
	Conclusion	84
5	Outsourcing creativity	86
	Introduction	86
	Rationale for outsourcing creative inputs	87
	The art of outsourcing	92
	Creativity outsourced	95
	Conclusion	101
6	The marketing of fun	104
	Introduction	104
	The pulse of our planet	105
	A tale of two games	107
	RuneScape	107
	Angry Birds	110
	Conclusion	114
7	Conclusion	118
Αμ	ppendices	123
Bibliography		145
	dex	169

	The social side of ideas network	83
	Conclusion	84
5	Outsourcing creativity	86
	Introduction	86
	Rationale for outsourcing creative inputs	87
	The art of outsourcing	92
	Creativity outsourced	95
	Conclusion	101
6	The marketing of fun	104
	Introduction	104
	The pulse of our planet	105
	A tale of two games	107
	RuneScape	107
	Angry Birds	110
	Conclusion	114
7	Conclusion	118
Appendices		123
Bibliography		145
Index		169