



Strategic Management for Cultural and Creative Industries

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Message from the Guest Editors

In this Special Issue, we welcome contributions that help managers in cultural and creative industries to face these strategic challenges with, for example, 1) new business models, 2) new organizational forms and governance, 3) new internationalization models, 4) new public-private partnerships, 5) cultural or creative product or service development, 6) new digital technologies, 7) new marketing approaches for cultural and creative industries 8) and new ways to involve and serve stakeholders. However, these topics are by no means exclusive. Any topic that can be linked to the strategic challenges of cultural and creative industries is welcome to this Special Issue.





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Message from the Editor-in-Chief

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