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Creative workers care
about their product:
“art for art’s sake”

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'humdrum' inputs. But Caves finds the deals bringing these inputs together are inherently problematic.

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larger question of why artists and humdrum inputs choose to structure their relationships as they do. It turns out that the organization of the arts and entertainment industries.

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artists (authors, actors,

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performers) and
consumers., Creative
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In a seminal work,
Creative Industries:
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and Commerce, Caves
examined a wide range
of visual and
performing arts -
including cinema and
television, theatre,

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music, book publishing,
and toys and games -
in order to investigate
how the theory of
contracts and the logic
of economic
organization affect the
production of "simple
creative goods" (like
art), as well as more
"complex goods" (such
as theatre plays or
motion pictures), which
require teams of artists
with ...

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Caves covers many different forms of "creative industries", including the visual arts, publishing, theatre, movies, and music. As it turns out, each industry has come up with what are very standard contracts dealing with the basic issues.

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