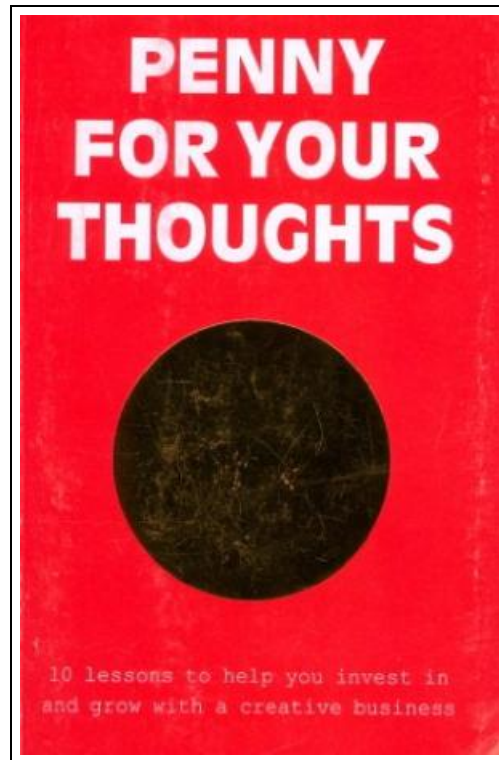


## Penny For Your Thoughts: 10 Lessons to Help You Invest in and Grow With A Creative Business



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## PENNY FOR YOUR THOUGHTS: 10 LESSONS TO HELP YOU INVEST IN AND GROW WITH A CREATIVE BUSINESS



University of Iceland Press. Paperback. Condition: new. BRAND NEW, Penny For Your Thoughts: 10 Lessons to Help You Invest in and Grow With A Creative Business, Tobias Nielsen, Dominic Power, Margret Sigrun Sigurdardottir, There are plenty of myths and empty phrases commonplace in the business world. This book attacks and reformulates ten of the most common myths about how to build and run a business. It is based on extensive research in the Nordic countries. This short book is laid out as guidebook with illustrative case studies. Anyone who is thinking about starting up or investing in a business can hopefully learn something from this book, but it is specifically written for those interested in the cultural and creative industries. It shows how you can grow a business, get the financials right, and be creative - all at the same time. The book is a result of the project "A penny for your thoughts", funded by the Nordic Innovation Centre, and involving universities and business schools in Denmark, Iceland, Norway and Sweden. Tobias Nielsen is a consultant, publisher and research analyst. he has worked with strategic development, management control and cultural economics on behalf of governmental agencies, municipalities and businesses. Dominic Power is Professor of Economic Geography at Uppsala University. He has written extensively on firms and competitiveness in the cultural industries. Margret Sigrun Sigurdardottir teaches at the University of Iceland Business School where she runs a research centre on the creative industries. Her research focuses on the organisation of and organisations in the creative industries.



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