

CONTENTS

List of figures	viii		
List of tables	x		
Preface	xi		
Acknowledgements	xiii		
PART I THE ROLE OF MARKETING IN CREATIVE INDUSTRIES			
1 CREATIVE INDUSTRIES	3		
2 A CUSTOMER-CENTRIC MARKETING MODEL FOR CREATIVE INDUSTRIES	21		
PART II CUSTOMER VALUE ANALYSIS			
3 THE CONSUMER SIDE OF THE MARKET: THE CONSUMPTION EXPERIENCE	53		
4 THE CONSUMER SIDE OF THE MARKET: THE OTHER STAGES OF THE EXPERIENCE	78		
5 THE BUSINESS SIDE OF THE MARKET	113		
6 METHODS FOR DEVELOPING MARKET KNOWLEDGE	137		
PART III CUSTOMER VALUE CREATION			
7 IDENTIFYING TARGET MARKETS AND CREATING VALUE PROPOSITIONS		175	
8 CREATING VALUE WITH THE PRODUCT, THE BRAND, AND THE PRICE		217	
PART IV CUSTOMER VALUE DELIVERY			
9 DELIVERING VALUE TO THE CUSTOMER: MANAGING A MULTI-MEDIA, MULTI-CHANNEL ENVIRONMENT		275	
10 MANAGING CUSTOMER VALUE OVER TIME: CUSTOMER RELATIONSHIP MANAGEMENT		312	
PART V ORGANIZATIONAL ISSUES			
11 INTEGRATING MARKETING AND CREATIVITY		335	
	Notes	350	
	Bibliography	355	
	Index	365	