



Shakespeare s Cultural Capital: His Economic Impact from the Sixteenth to the Twenty-first Century (Hardback)

By -

Palgrave MacMillan, United Kingdom, 2016. Hardback. Condition: New. 1st ed. 2016. Language: English . Brand New Book ***** Print on Demand *****.Shakespeare is a cultural phenomenon and arguably the most renowned playwright in history. In this edited collection, Shellard and Keenan bring together a collection of essays from international scholars that examine the direct and indirect economic and cultural impact of Shakespeare in the marketplace in the UK and beyond. From the marketing of Shakespeare s plays on and off stage, to the wider impact of Shakespeare in fields such as education, and the commercial use of Shakespeare as a brand in the advertising and tourist industries, this volume makes an important contribution to our understanding of the Shakespeare industry 400 years after his death. With a foreword from the celebrated cultural economist Bruno Frey and nine essays exploring the cultural and economic impact of Shakespeare in his own day and the present, Shakespeare s Cultural Capital forms a unique offering to the study of cultural economics and Shakespeare.



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Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Ally Reichel

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS