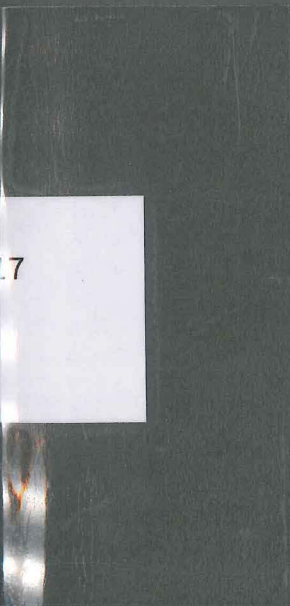




# CREATIVE LABOUR

**working in the creative industries**

EDITED BY ALAN MCKINLAY AND CHRIS SMITH



**CRITICAL  
PERSPECTIVES  
ON WORK AND  
EMPLOYMENT**



สำนักหอสมุด มหาวิทยาลัยเชียงใหม่

บ 16514882  
อ 1250651  
ด 447840

# Creative Labour

Working in the  
Creative Industries

*Edited by*  
**Alan McKinlay &  
Chris Smith**



สำนักหอสมุด มหาวิทยาลัยเชียงใหม่  
CHIANGMAI UNIVERSITY LIBRARY

 **macmillan**  
international  
HIGHER EDUCATION

 **RED GLOBE  
PRESS**

---

# Contents

<i>List of Tables</i>	vii
<i>Notes on Contributors</i>	viii
<b>Part I Theory and Overview</b>	<b>1</b>
<b>1 Creative Industries and Labour Process Analysis</b> Chris Smith and Alan McKinlay	<b>3</b>
<b>2 Creative Labour: Content, Contract, and Control</b> Chris Smith and Alan McKinlay	<b>29</b>
<b>3 From Conception to Consumption: Creativity and the Missing Managerial Link</b> Paul Thompson, Mike Jones and Chris Warhurst	<b>51</b>
<b>4 Working in the Creative Economy: Risk, Adaptation, and the Persistence of Exclusionary Networks</b> Susan Christopherson	<b>72</b>
<b>Part II Creative Labour in Practice: <i>Film, Theatre and Television</i></b>	<b>91</b>
<b>5 Getting In and Getting On in Hollywood: Freelance Careers in an Uncertain Industry</b> Keith Randle and Nigel Culkin	<b>93</b>

<b>6</b>	<b>Active Networking: Action, Social Structure and the Process of Networking</b>	<b>116</b>
	Helen Blair	
<b>7</b>	<b>'I Don't Know Where You Learn Them': Skills in Film and TV</b>	<b>135</b>
	Irena Grugulis and Dimitrinka Stoyanova	
<b>8</b>	<b>Bringing Creativity to Market: Actors as Self-Employed Employees</b>	<b>156</b>
	Axel Haunschild and Doris Ruth Eikhof	
<b>9</b>	<b>Making 'The Bits Between the Adverts': Management, Accounting, Collective Bargaining and Work in UK Commercial Television, 1979–2005</b>	<b>174</b>
	Alan McKinlay	
<b>Part III</b>	<b>New Media</b>	<b>193</b>
<b>10</b>	<b>Situating the Production of New Media: The Case of San Francisco (1995–2000)</b>	<b>195</b>
	Andy C. Pratt	
<b>11</b>	<b>Beyond the Hype: Working in the German Internet Industry</b>	<b>210</b>
	Nicole Mayer-Ahuja and Harald Wolf	
<b>12</b>	<b>The Organisation of Creativity: Content, Contracts and Control in Swedish Interactive Media Production</b>	<b>234</b>
	Fredrik Movitz and Åke Sandberg	
	<i>Author Index</i>	<b>261</b>
	<i>Subject Index</i>	<b>264</b>