

# The Creative Economy: How People Make Money From Ideas By John Howkins

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John Howkins is my guest blogger today. He is the author of the 2001 best-seller, The Creative Economy: How People Make Money from Ideas. His latest book is Creative

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The creative industries shape, and make, a significant contribution to our culture, communities and economy. They improve how we live, learn, work and participate.

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## **Creative class group**

About us. The Creative Class Group is a global advisory services firm composed of leading next-generation researchers, academics, and business strategists.

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## **The creative economy**

John Howkins is the author of the 2001 best-seller, The Creative Economy, and a well-known expert on how to turn ideas into money. He is Professor of Creative Economy

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In 2006 he became chairman of the John Howkins Research Centre on the Creative Economy, The Creative Economy: How People Make Money from Ideas,

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