There are no such things as creative industries
"The source of 'creative' power, the ineffable mana or charisma celebrated by the tradition, need not be sought anywhere other than in the field, i.e. in the system of objective relations which constitute it, in the struggle of which it is the site and in the specific form of energy or capital which is generated there."

Bourdieu (1986:81)
Fields of Power
“…business model depicts the content, structure, and governance of transactions designed so as to create value through the exploitation of business opportunities.”

Amit and Zott (2001:511)
All markets are constructed
FAIRCHILD VIDEO
entertainment system
Plays Home TV Games with Plug-In Cartridges

Standard Console Features
- 2-Player Tennis & Hockey Games Built in
- No Batteries Required—Runs on Ordinary House Current
- Remote Hand Controls—Moves Players Forward/Backward, Up/Down and Rotates Them in any Combination for Full Screen Action
- TV Adapter Box—Switch between Game Play and TV Viewing Without Disconnecting Console
- Works on Any Size TV—Color or Black & White
- Automatic On-Screen Scoring and Timekeeping
- Hold Button—“Freezes” Play Action Indefinitely

Optional Cartridges...
- Play Action Speed Control
- Time Limit Selection
- Electronic Sound Effects

The game cartridges that plug into the Fairchild Video Entertainment System. This system can play a variety of different video games available in optional Videocart™ Cartridges:
- Up to 4 Different Games on Each Videocart™ Cartridge
- 1 & 2 Player Games
- Uses all Standard Console Features

1980s

Play These Two Action-Packed Games.
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2013
Creative business models
= Creating business opportunities
Thank you!
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