



Creative Economy

Series Editors: S. Hill, K. Nishimura, T. Yagi

This book series covers research on creative economies based on humanity and spirituality to enhance the competitiveness, sustainability, peace, and fairness of international society. We define a creative economy as a socio-economic system that promotes those creative activities with a high market value and leads to the improvement of society's overall well-being.

As the global economy has developed, we have seen severe competition and polarization in income distribution. With this drastic change in the economic system, creativity with a high market value has come to be considered the main source of competitiveness. But in addition to the improvement of competitiveness, we are required to work toward fairness in society.

In the process of developing a mature market, consumers come to understand that what they require most essentially is humanity and spirituality. This cannot be given or bought, but requires sharing with others across cultures and learning and developing further from their richness. Long-term sustainability of a company in this new age also requires building the same values of humanity and spirituality within its own internal organizational culture and practices. Through this series, we intend to propose various policy recommendations that contribute to the prosperity of international society and improve the well-being of mankind by clarifying the concrete actions that are needed.

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