



Stimulating Thinking



'A fantastic pamphlet, which cuts to the heart of the creative industries' role in the New Economy'

Peter York

Design Agenda pamphlet

Great Expectations

The creative industries in the New Economy

Everyone has great expectations of Creative Britain, from the prime minister right down to the crowds at the Tate Modern. In a 'New Economy', knowledge and creativity are supposed to be the key to success.

Britain's creative industries have been invested with the extraordinary ability to reverse economic decline, create social cohesion and give new meaning to our lives.

In *Great Expectations: the creative industries in the New Economy*, James Heartfield explains that while creatives can make hay while the sun shines, their importance is more symbolic than economic.

'If you ever thought that Culture is the key to dealing with the big problems and concerns of Britain in the 21st century, then James Heartfield will make you think again.

A truly original and intelligent polemic.'

Cosmo Landesman,
The Sunday Times

'James Heartfield is always worth reading, and *Great Expectations* doesn't disappoint. Smart stuff, crisply written.'

Doug Henwood, author
of *Wall Street*

'excellent'

Larry Elliott,
The Guardian

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