

## Book Recommendation on Creative Economy: Dawn of Digital Social



Saruta Sutthinarakorn

Freelance

The book was created by Assistant “Professor and Dr. Sombut Kusumawasee”, lecturer at faculty of Human Resource and Organization

Management and Development, National Institute of Development Administration. The book was published by Chulalongkorn University Publisher in 2015 which is gathered from monthly public journals “Quality Magazine” since 2008. The author claims that even the journals are not academic, advantage are freedom and imagination. He believes the written contribution is “The Article of Love” that why he doesn’t mind if this article could be a text book or getting “Impact Factor” reward. The author hasn’t bring readers disappoint when the content of story presents in way of modern in each articles, reflects world transforming and also to suggest way of life altering in order to conform social altering. Understanding and awareness of transformation which is bringing to self-adapting and self-being maintain in aesthetic style. The content is thrilled expressing as below:

1. Main points of Creative Economy: Stepping to period of Creative Age and explanation of Creative Economic Social relate to innovation and new creative generation, human is creative living thing. Moreover, the author also argues a misunderstanding of Myths about Creativity in concept of Creative Economy. Ongoing main points are Creative People, Creative Capital including Creative Capital, Creative People and Creative Society. As well as the driving factors of Creative Economy, there has an example of 3T model

from Richard of Florida case study and Creative Economy, Creative People, and Creative City example from Japan’s case study.

2. Creative Industrial is another necessary point of Creative Economy Driving. The main points of Creative Economy are to prior a knowledge basic and the Prime mover of Knowledge Society. The author explains The Information Society, which is age before Creative Economy, then the case study from United Kingdom and National Innovation. He points out the human development and decrypting “Bhamahachanaka” which reflects on creative genius of His Majesty King Bhumibol Adulyadej.

Therefore this book has esthetics academic appropriating with communication in every level of reader especially when combine with actual case study. These visibly bring the connection between theory and practice. With less academic communication, the readers easily understand and touch the points of academic content from actual practice as case study. Actually the author strictly maintains the academic value with simply art and getting inside since the beginning stage, which does not prefer the quality indicators evaluate lecturer in university by producing academic text books to be a tool and hiding the real intention to create works in way of notion and intelligence.

Other than getting perfect of content from reading this via simply communication, it’s obviously parallel touch identity of author. The readers are suggested to gather those knowledges and answered themselves, to agree or disagree in each topic in this book.