

# TECHNOLOGICAL INNOVATION AND R&D

THE DISREGARDED DIMENSION OF THE CREATIVE  
INDUSTRIES: THE CASE OF BOOK PUBLISHING

by PIERRE-JEAN BENGHOZI \* and ELISA SALVADOR \*\*

## 1. Introduction

Cultural and creative industries (CCIs) have aroused an increasing attention in recent years (UNESCO, 2013). This interest is reflected not only in the more traditional academic literature, but also in public reports commissioned by local and national governments. The seminal contributions of authors like Florida (2002) and Scott (2006), have been followed by recent unexpected original focus on very specific issues like «creative atmosphere» (Bertacchini e Santagata, 2012) or «creative cities» (Lazzeretti, 2013). This perspective has been completed by analyses of CCIs «business models» (Benghozi and Lyubareva, 2014). The academic production is growing in parallel with the emergence of general reports aiming at supporting governments' strategies (e.g. Roxane, 2014; CBI, 2014; SGS, 2013; HKU, 2010).

Notwithstanding this increasing and comprehensive interest, a very important matter is usually disregarded, that is the characteristics of the management of R&D and the whereabouts of technological innovations in the value chains organization.

This article aims at showing that the development of Internet and ICTs revolution in the secular book publishing industry is not only a matter of appropriation (in order to propose e-books and online retail) but also of R&D development. In particular, publishers seem to have a marginal role in the ecosystem identifiable for R&D and innovation organization: the main technologies are coming from outside their value chain and thanks to the involvement of new actors like intermediaries.

\* Research Director CNRS and Professor at the Ecole Polytechnique, Paris, France, e-mail: pierre-jean.benghozi@polytechnique.edu

\*\* Researcher, Ecole Polytechnique, Paris, France, Centre de Recherche en Gestion de l'Ecole polytechnique, UMR 9217 I3 École polytechnique, CNRS, Université Paris-Saclay, e-mail: elisa.salvador@polytechnique.edu

Acknowledgements: this article is based on a research project undertaken between 2012 and 2015 on «R&D in cultural and creative industries» with the support of the Centre National du Livre (CNL), the Ministère de la Culture et de la Communication (Paris), the European Joint Research Center - IPTS (Seville). Detailed and further information are available in the articles Benghozi-Salvador listed in the references.