



创意经济学

(下册)

创意经济学应用

王铁军 著



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王铁军 教授，中·欧国际创意经济研究中心中方主任、中国创意经济研究院院长、创意经济学理论体系创始人，兼北京大学、清华大学等多所大学 EMBA 课程教授。

王铁军教授研究创建了创意经济学的理论框架、基本原理与应用方法。同时，他理论联系实际，运用创意经济学原理与应用方法，对创意经济型产品、创意经济型企业、创意经济型产业、创意经济型城镇进行了探索研究与实际运作，并取得了创意经济学理论研究与实际应用的丰硕成果。

王铁军教授创意经济学理论体系著作有：第一部《创意经济学》，第二部《创意经济+》，第三部《创意经济学（上下册）》（《创意经济学原理》《创意经济学应用》）。

Professor Wang Tiejun: China Executive Director of Sino-European Research Centre for Creative Economy, President of China Creative Economic Research Institute (Hong Kong), a funder of Creative Economy theory, EMBA Program Professor of Tsinghua University and Peking University etc.

Professor Wang Tiejun establishes the theoretical framework and fundamental principles of Creative Economy and application method. Moreover, basing on the basic principles of Creative Economy and linking the theory with practice, he conducts the creative research into and makes practical use of Creative Economy-Oriented Cities, Industries, Enterprises and Products. Professor Wang Tiejun gets great achievements in terms of economic theories and practical applications.

A series of writings in the area of Creative Economy have been completed by Professor Wang Tiejun, including *Creative Economy*, *Creative Economy+*, *Principles of Creative Economics and applications of Creative Economics*.

创意经济是世界经济持续发展的驱动力
Creative Economy is a driving force of world
economic sustainable development.

创意经济学应用是经济增长的有效方法
The Application of Creative Economics is the
Effective Method of economic growth.

——著者题

——The Author

前言

近几百年来，人类社会向地球的大量索取，以及传统的经济发展模式，已经造成能源的危机、环境的污染，影响了人类的健康和生存环境。如果继续发展下去，将造成经济增长的极限，阻碍人类社会与世界经济的可持续发展。

世界进入 21 世纪以来，人类社会与经济的可持续发展，成为世界各国极为关注的问题。联合国也把人类社会与经济可持续发展以及可持续发展的驱动力和范式，作为研究的重点和主要工作。

联合国 2008 年、2010 年、2013 年连续发表三部《创意经济报告》（合计 159.9 万字）。其中着重指出：“现今，创意经济已成为全球一股强大的变革力量。它蕴藏着巨大的发展潜力，正待人们进一步开发”；“创意经济：一种切实可行的发展选择”。

联合国 2008 年《创意经济报告》显示，全球创意产业的出口额从 1996 年的 2275 亿美元升至 2005 年的 4244 亿美元，占全球贸易总额的 3.4%，年增长率达到了前所未有的 8.7%。2010 年《创意经济报告》显示，2008 年的世界金融危机导致全球需求急剧缩减，国际贸易额减少 12%，然而创意产品与服务业的出口额在这一年仍保持增长态势，达到了 5920 亿美元。报告证明，创意产业已经成为世界经济最具活力的产业之一。2013 年《创意经济报告》（专刊）援引联合国贸发会议 2013 年 5 月公布的数据：2011 年世界创意产品和服务贸易总额达到创纪录的 6240 亿美元，在 2002 年至 2011 年间增长了一倍有余，年均增长率为 8.8%。2015 年 12 月 3 日，联合国教科文组织、国际作家与作曲家联合会和安永会计师事务所共同发布文化与创意产业最新报告中显示，文化创意产业平均每年创造产值 22500 亿美元。这些报告得出结论证明，创意经济在推动技术创新、促进社会就业、创造经济价值等方面成果显著，已成为当前推动人类

社会与经济可持续发展的巨大力量。

但遗憾的是,人类社会与创意经济发展到今天,还没有创意经济的理论体系。当前,世界经济学的理论体系中有 100 多个分支学科,但是没有创意经济学的学科;全世界的各所大学里也没有一个正式的创意经济学的学科。现今,全球创意经济在没有理论指导的道路上摸索前行。因此,当前迫切需要创建创意经济学的理论体系,以引领全球创意经济更加健康、全面地快速发展。

本人于 2000 年,开始关注创意经济,并对创意经济进行探索研究,因此走上了创建创意经济学学科理论体系探索研究的漫长道路。经过十多年的探索研究,于 2012 年将研究成果梳理出版了《创意经济学》。该书主要阐述了创意经济学的基本概念和理论体系框架。而后,为了检验创意经济学理论的实际应用性,本人与北京大学、清华大学培训机构合作举办了“创意经济学堂”,为来自全国各地的企业家学员讲授创意经济学理论与应用方法。同时,理论联系实际,带领他们进行了创意经济型产品、创意经济型企业、创意经济型产业、创意经济型城镇的探索研究与实务运作,在实践中检验创意经济学理论的实际应用性。几年来取得了创意经济实践的丰硕成果。

在此基础上,本人又将创意经济学理论应用于实践取得的成果,进行了深入研究与锤炼提升,于 2016 年出版了《创意经济+》。该书主要阐述创意经济学理论与方法“+”在产品、企业、产业及经济领域里所取得的成果和巨大作用,并理论联系实际,阐述了:

创意经济+新技术+N多产品=N多创新产品;

创意经济+互联网+N多产业=N多创新产业;

创意经济+城镇乡村+特色资源=创新型城镇;

创意经济+大众创业+万众创新=创新型国家。

《创意经济学》《创意经济+》两本书相继出版之后,得到国际与国内相关领域的关注。由本人倡导与相关机构合作,于 2013 年举办了“北京首届创意经济学学术研讨会”;2014 年在欧洲举办了“国际首届创意经济学学术研讨会”;2016 年举办了“北京第二届创意经济学学术研讨会”。本人创建的创意经济学理论体系框架与实际应用成果,得到参会的国际与国内学者、教授、专家的认同与赞赏。

为了打开国际视野，加强与世界沟通，在中国驻爱尔兰大使馆的支持下，2014年，本人在爱尔兰与相关机构合作发起成立了中·欧国际创意经济研究中心，并聘请国际与国内相关资深学者及专家担任研究员，共同进行创意经济学理论的深入探索研究。

根据当前人类社会与全球创意经济发展的需要，以及创建创意经济学理论体系填补世界经济学理论体系分支学科的需要，在社会责任感与使命感的强烈驱使下，本人将2000年以来探索研究创意经济学理论体系的成果进行了重新梳理、深入研究，提升学术高度、增加实际内容；同时，学术理论联系实际应用，使学术价值与应用价值高度提升，这次一并出版了创意经济学理论体系著作上、下册——《创意经济学原理》《创意经济学应用》。

《创意经济学原理》主要阐述了：创意经济学的学科创建背景；创意经济学的学科性质；创意经济学基本原理；创意经济学增长理论；人脑自然思维的原理；人脑创意思维的原理；自然思维转化创意思维原理；创意思维转化创意经济原理；创意经济转化经济价值原理。还特别创建了创意经济学原理模型和创意经济学增长S型曲线。

《创意经济学应用》主要阐述了：创意经济学应用方法；创意经济在自然科学方面的应用；创意经济在社会科学方面的应用；创意经济在交叉科学方面的应用；创意经济在创造创新创业中的应用；创意经济在未来社会发展中的应用。还特别创建了创意经济+的应用模式和创意经济学应用VU曲线。

同时，本人还特别将近年来亲自应用创意经济学原理，进行创意经济型产品、企业、产业的实践成果写入了本著作之中，以事实证明创意经济学理论的应用性、广普性和价值性。

《创意经济学原理》是创意、创造转化创意经济的基本原理；

《创意经济学应用》是创新、创业实现经济价值的应用科学。

创意经济学的理论，从宏观经济层面来看，可以促进人类社会与经济的可持续发展。从微观经济层次来看，可以推动地区、产业、企业 and 个人的创意、创造、创新发展。因此创意经济学的理论，是广普性的经济学，是上至国家机构、下至平民百姓都可以学习和应用的经济学。

地球上的每个人头脑里都有思维，关键是这些思维怎么能转化成符合客观规律的创意，而后这些创意如何转化为创意经济和经济价值。这的确是一个很复杂、很高端的问题。因此，本人在创意经济学研究和写作方

面，特别是在理论模型与应用模式的设计方面，注重把复杂的问题简单化，把高端的理论通俗化，以便于广泛普及和学习、应用。

近代经济学及各分支学科的理论体系，基本都是由欧美西方国家经济学者创建的。中国的经济学者为什么不能创建经济学及分支学科的理论体系呢？中国经济学者要学术自信、学术自创、学术自强，探索研究创建创意经济学学科以及经济学其他分支学科的理论体系。

本书用创意经济学术理论与经济模型及古今中外大量的经典案例，阐明了创意经济是人类社会与世界经济发展的驱动力。因此，创意经济学理论体系的创建，对人类社会与世界经济的可持续发展，对各国经济可持续增长，对新兴产业与业态的兴起，以及对企业技术创新与转型升级，个人创意与发明创造转化创意经济，都是极其有益的。创意经济学理论体系的探索研究与学科建设，不仅是中国的大事，也是世界的大事。所以，需要中国经济学者与世界各国经济学者来共同努力探索研究。本人探索研究的《创意经济学原理》、《创意经济学应用》，只是创意经济学理论体系的奠基石。本人希望与国际和国内学者相互交流、相互学习、相互合作，共同努力创建创意经济学的理论体系和推动学科建设，为人类社会与世界经济可持续发展提供理论支持与做出贡献。

人类社会数万年发展到今天，创意经济增长的立足点是身在地球、拥抱地球、索取地球资源。人类社会未来的发展，创意经济增长的立足点应该是身在地球、拥抱宇宙、共享宇宙空间资源。

地球空间有限，宇宙空间无限。地球资源有限，宇宙资源无限。

当代科技有限，人类创意无限。创意经济无限，一切皆有可能！

创意经济将推动人类社会与世界经济可持续发展，人类社会将更加美好！

王铁军

2017年10月28日于北京

(本人邮箱：3093089609@qq.com，欢迎进行学术交流)

Preface

In the last few hundred years, human has taken a lot from the earth, and the traditional economic growth model has led to energy crisis and environmental deterioration, affecting human's health and living environment in turn. If this continues, the economic growth will meet its limit, thus handicapping sustainable development of human society and world economy.

Since the 21st century, the sustainable development of human society and economy has been highly focused by all countries. The UN has taken the sustainable development of human society and economy, and its driving forces and paradigms as its main task and the focus of research.

The UN published *Creative Economy Report* in 2008, 2010 and 2013 respectively (1.599 million words in total), which emphasized: "Nowadays, creative economy becomes to a strong revolutionary force. It has great potential for development"; "creative economy is a practical and viable way for development".

UN's *Creative Economy Report 2008* pointed out that the export volume of global creative industry had increased from 227.5 billion dollars in 1996 to 424.4 billion dollars in 2005, accounting for 3.4% of the total trade volume around the world, and its annual growth rate reached the unprecedented 8.7%. UN's *Creative Economy Report* in 2010 pointed out that the financial crisis in 2008 had caused a sharp decrease in global demand, with 12% of reduction in international trade volume, but the export volume of creative products and service industry was still booming, reaching 592 billion dollars. According to the report, creative industry has become one of the most dynamic industries in the world economy. The 2013 *Creative Economics Report (Special)* cited the statistics published by UNCTAD in May, 2013, which said that the trade volume of creative products and service reached a record high of 624 billion dollars in 2011, more than the double of that

in 2002, and the average annual growth rate was 8.8%. On Dec. 3rd, 2015, UNESCO, International Federation of Associations of Authors and Composers and Ernst & Young issued a latest report on cultural and creative industry, in which we can see that cultural and creative industry creates 2250 billion dollars of output value every year. So, we can conclude from those reports that creative economy has had significant accomplishments in improving technological innovation, increasing job opportunities, bringing economic value, etc. In conclusion, it has become a great driving force for the sustainable development of human society and economy.

Unfortunately, even though human society and creative economy have developed to a certain level, we don't have a theoretical system of creative economy. Now, the theoretical system of world economics has more than 100 sub-disciplines, but doesn't contain creative economics, and not one of the universities around the world has an official discipline called creative economics. Today, creative economy is tumbling forward without the guidance of theories. So, the establishment of creative economics' theoretical system is desperately needed, in order to lead the world creative economy to faster, healthier and more comprehensive development.

Since 2000, I have been paying attention to creative economy and doing related research, thus beginning the long path towards the establishment of creative economics' theoretical system. After more than a decade's research, I summarized my findings and published *Creative Economics* in 2012, which mainly states the basic concepts and theoretical system of creative economics. Then, I worked with Peking University, and Tsinghua University' training institutions to establish "Creative Economics School", in order to examine the practicability of creative economics' theories, providing lessons on creative economics' theories and its applications to entrepreneurs from all over the country. At the same time, theories can be connected to the reality, so we let them discover the practices in products, companies, and cities of creative economy, thus examining the practicability of creative economics' theories in practice. The fruitful results of creative economics' practice have been achieved in the past few years.

On this basis, I deeply studied and improved the results of creative

economics' theories applied in reality, and published *Creative Economy +* in 2016. This book mainly states the results and great influence of adding the theories and methods of creative economics into products, companies, industries and economic fields. Besides, I connected theories with practice, and conclude that:

Creative economy + new technologies + N products = N innovative products;

Creative economy + Internet + N products = N innovative industries;

Creative economy + urban and rural areas + special resources = innovative cities;

Creative economy + common entrepreneurship + mass innovation = innovative countries.

After publishing, *Creative Economics* and *Creative Economy +* have gained attention from related fields both nationally and internationally. Because of my proposal, I worked with concerning authorities, and held "The First Seminar on Creative Economics in Beijing" In 2013, "The First Global Seminar on Creative Economics" in 2014, and "The Second Seminar on Creative Economics in Beijing" in 2016. The theoretical system of creative economics set by myself and its results after being applied into practice were agreed and approved by foreign and national scholars, professors, and experts present.

In order to go global and strengthen the communication with the rest of the world, and with the support of Chinese Embassy in Ireland, related institutions in Ireland and I jointly started China – Europe Creative Economy Research Center, and hired foreign and Chinese senior scholars and experts as our researchers to dig into the creative economics' theories together.

Based on the needs of human society and creative economics' current global development, and the needs of establishment of creative economics' theoretical system to complete the one of world economics, and also strongly driven by sense of social responsibility and sense of mission, I re – summarized and lucubrated into the results of creative economics' theoretical system I have researched since 2000, to raise the academic height and add practical contents; meanwhile, I connect the academic theories with practice, thus improving both academic and ap-

plication value. Then I published two volumes on creative economics' theoretical system – *The Principles of Creative Economics* and *The Application of Creative Economics*.

The Principles of Creative Economics is mainly about: the background of creative – economics discipline's establishment; the basic principles of creative economics; the growth theory of creative economics; the principles of human brains' natural thinking; the principles of human brains' creative thinking; the principles of the transformation from natural thinking to creative thinking; the principles of the transformation from creative thinking to creative economy; the principles of the transformation from creative economy to economic value. Especially, I set a model for the creative economics' principles and the S – shape growth curve of creative economics.

The Application of Creative Economics is mainly about: the application methods of creative economics; the application of creative economics in natural science; the application of creative economy in social science; the application of creative economy in interdisciplinary science; the application of creative economy in creating innovation and entrepreneurship; the application of creative economy in society's future development. Especially, I set the application model of creative economy + and VU curve for the application of creative economics.

Meanwhile, what I also concluded in this book was the practical results of my applying creative economics' principles into products, companies, and industries of creative economy. This is how I prove the practicality, popularity and value of creative economics with the fact.

The Principles of Creative Economics is about the basic principles of the innovation and creation of creative economy's transformation.

The Application of Creative Economics is about the applied science of innovation and entrepreneurship turning into economic value.

From macroeconomic perspective, creative economics' theories can improve the sustainable development of human society and economy. From microeconomic perspective, it can promote the development of the ideas, creations, and innovations of regions, industries, companies and individuals. So, creative economics is economics of popularity, which can be learned and applied by from na-

tional institutions to common citizens.

Everyone in this world has their own thinking, but the key question is how can thinking turn into ideas that agree to the objective laws, and how these ideas turn into creative economy and economic value. This is a very complicated and advanced question. In result, in researching and writing, especially in designing the theoretical and application models, I tried hard to make complicated questions easier, and make advanced theories easier to understand, to make them more popular for learning and applying.

Modern theoretical systems of economics and its sub – disciplines are almost all established by western economists, so Chinese economists have to be academically self – confident, self – innovative and self – reinforcing to establish theoretical systems for creative economics and other economics' sub – disciplines through discovering and studying.

This book uses creative economics' academic theories and economic models, as well as plenty of classic cases from inside and outside the country in history, to explain that creative economy is the driving force for the development of human society and world economy. So, the establishment of the theoretical system of creative economics will benefit a lot to sustainable development of every country's economy, the booming of new industries and businesses, the upgrade and technological innovation of a company, and the transformation from individuals' ideas and innovations to creative economy. The discovery and disciplinary building of creative economics' theoretical system is not only a task belonging to China, but also a task belonging to the world. So, Chinese and foreign economists should work hard together on this task. My books, *The Principles of Creative Economics* and *The Application of Creative Economics*, are just the foundation of the theoretical system of creative economics. I hope that I can communicate with, learn from and cooperate with international and national scholars, and make joint efforts to establish the theoretical system of creative economics and promote this discipline's building, then ultimately provide theoretical support and make contributions to the sustainable development of human society and world economy.

During the human society's tens of thousands of years of development, the standing point of creative economy's growth has been to be on earth, embrace

earth, take earth's resources. In the future development of human society, the standing point of creative economy's growth should be to be on earth, embrace the universe, and share universe's space resources.

The space on earth is limited, but that in the universe is not; the resources on earth are limited, but those in the universe are not.

Modern technologies are limited, but human's creativity is not; creative economy is unlimited, and everything is possible!

As creative economy is driving the sustainable development of human society and world economy, human society will be much better!

Wang Tiejun

Oct. 28th, 2017

(My Email account: 3093089609@ qq. com. I'm open to academic communications.)

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