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John Newbigin is Chair of Creative England, a national agency that invests in and supports creative ideas, talent and businesses in film, TV, games and digital media.

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In 2006 he became chairman of the John Howkins Research Centre on the Creative Economy, How People Make Money from Ideas, Penguin Global (1 June 2002)

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The creative economy

John Howkins is the author of the 2001 best-seller, The Creative Economy, and a well-known expert on how to turn ideas into money. He is Professor of Creative Economy

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