

# CONTENTS

<b>Editorial Remarks</b>	<b>2</b>
--------------------------	----------

## Academic Research

<b>Great Minds Do Not Think Alike: Contrasting Creative and Cultural Occupations with Science and Technology Occupations</b>	<b>4</b>
------------------------------------------------------------------------------------------------------------------------------	----------

Gregory M. SPENCER

<b>Star Architects and Buyers' Choice Behavior in the Deep Pocket Market</b>	<b>22</b>
------------------------------------------------------------------------------	-----------

Nobuya FUKUGAWA

## Industry Insight

<b>Creative Reinvention of Joget Gamelan in Malaysia</b>	<b>32</b>
----------------------------------------------------------	-----------

NORSAFINI Jafar and RAHMAH Bujang

<b>Branding Strategy of a Young Brand in a Traditional Industry</b>	<b>40</b>
---------------------------------------------------------------------	-----------

Yi Sheng GOH, Revina Natasya KIRAN, Yuan-Ran LI, and Si-Ping LIN

<b>Prospect of Penang as a creative city: A conceptual discussion</b>	<b>56</b>
-----------------------------------------------------------------------	-----------

Nicole CHANG, Suet Leng KHOO, and Nurwati BADARULZAMAN

## Glocal Perspective

<b>Good for 'New Nollywood': The Impact of New Online Distribution and Licensing Strategies</b>	<b>70</b>
-------------------------------------------------------------------------------------------------	-----------

Landé N. PRATT

<b>Upcoming Event: 2016 International Service Innovation Design Conference</b>	<b>85</b>
--------------------------------------------------------------------------------	-----------

