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Shakespeare's Cultural Capital: His Economic Impact from the Sixteenth to the Twenty-first Century

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Shakespeare is a cultural phenomenon and arguably the most renowned playwright in history. In this edited collection, Shellard and Keenan bring together a collection of essays from international scholars that examine the direct and indirect economic and cultural impact of Shakespeare in the marketplace in the UK and beyond. From the marketing of Shakespeare’s plays on and off stage, to the wider impact of Shakespeare in fields such as education, and the commercial use of Shakespeare as a brand in the advertising and tourist industries, this volume makes an important contribution to our understanding of the Shakespeare industry 400 years after his death.

With a foreword from the celebrated cultural economist Bruno Frey and nine essays exploring the cultural and economic impact of Shakespeare in his own day and the present, *Shakespeare’s Cultural Capital* forms a unique offering to the study of cultural economics and Shakespeare.

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