

HCU

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The internet, image-trade and the city

Toward a new division of labor in the stock photo industry

Public
Lecture

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Überseeallee
16

The global trade of stock photography has undergone a radical change through the introduction of digital technology leading to a veritable boom in the formation of inter-firm alliances. Based on the analysis of a unique network of stock photo agencies in Germany, this talk demonstrates how this network boom has produced a new social and spatial division of labor in the image trade: while metropolitan cities remain the key locations, locational latitude seems to increase for new value stages in more peripheral regions.



Johannes Glückler is Professor of Economic and Social Geography at Heidelberg University. His research interests are in the areas of economic geography, social networks and the service industries. Johannes has also been providing research consultancy to government bodies, regional development agencies and corporations. He has published widely in Journals such Journal of Economic Geography, Organization Studies, or Regional Studies on the role of social institutions and organizational networks in processes such as firm internationalization, innovation and regional development. His latest co-authored books are The Relational Economy (OUP, 2011) and Unternehmensnetzwerke (Springer, 2012).

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