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Multifunctional managers in the Stockholm film cluster

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Over recent years, Scandinavian crime fictions have captivated not only Nordic audiences (Denmark, Finland, Iceland, Norway and Sweden), but also global audiences. This phenomenon is known as “*Nordic Noir*” (Peacock 2014) and is characterized by bleak, dark and morally complex mood. This international recognition is inevitably linked to the power relationship, interactions, dynamics and milieu of the network in the Swedish film industry in Stockholm. While many studies (for instance, Dahlström and Hermelin 2007; Power 2002) have investigated the success of the Swedish film industry, little attention has been paid to managers’ role in the network of the industry. Therefore, the main aim of this research is to identify the manger’s role in the network ecology of the Swedish film industry. The analysis of the 15 semi-structured interviews confirms that the multiple functions of manager in the Swedish film industry. First, managers have a function as *gatekeepers* screening trends, fashion and fad. Second, mangers have an *explorer* function building global pipelines. Third, managers have an *investigator* function as they direct knowledge flows and partners.

References

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