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## Managing Innovation and Cultural Management in the Digital Era

The world-class National Palace Museum (NPM) in Taiwan possesses a repository of the largest collection of Chinese cultural treasures of outstanding quality. Through implementing a two-organizational restructuring, and shifting its operational focus from being object-oriented to public-centered, it aims to capture the attention of people and promote awareness of the culture and traditions of China. In this vein, the NPM combines its expertise in museum service with the possibilities afforded by Information Technology (IT). This book analyses the research results of a team sponsored by the National Science Council in Taiwan to observe the development processes and accomplishments, and to conduct scientific researches covering not only the technology and management disciplines, but also the humanities and social science disciplines. The development process of new digital content and IT-enabled services of NPM would be a useful benchmark for museums, cultural and creative organizations and traditional organizations in Taiwan and around the world.



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