

Read Book Pink Globalization  
Hello Kitty S Trek Across The  
Pacific

## *Pink Globalization Hello Kitty S Trek Across The Pacific*

*Emerging in the 1920s, the Japanese pop scene gained a devoted following, and the soundscape of the next four decades became the audible symbol of changing times. In the first English-language history of this Japanese industry, Hiromu Nagahara connects the rise of mass entertainment with Japan's transformation into a postwar middle-class society.*

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*This critical introduction to consumption and its geographies provides an engaged summary of the consumption literature and demonstrates that consumption is intimately related to the production of space in everyday life. In Geographies of Consumption Juliana Mansvelt provides readers with a detailed explanation of political-economic and social-cultural perspectives on consumption at different scales. She opens with overview chapters on the history and*

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*conceptualisation of consumption and moves on to thematic chapters on consumption spaces; the body and identity; commodity chains; globalization commercial cultures. The text is illustrated throughout with comparative case study-material and features boxes and annotated notes for further reading. A review of consumption from a spatial perspective, this critical analysis of the key debates is the first synoptic overview in the geographic literature. Geographies of Consumption*

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*will be widely used in  
modules in economic and  
social geography, and  
should be the core text for  
those with a focus on  
consumption*

*An account of Pan Am's  
Nisei stewardess program  
(1955-1972), through  
which the airline hired  
Japanese American (and  
later other Asian and Asian  
American) stewardesses,  
ostensibly for their Asian-  
language skills.*

*In the last few decades,  
Japanese popular culture  
productions have been  
consolidated as one of the*

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*most influential and profitable global industries. As a creative industry, Japanese Media-Mixes generate multimillion-dollar revenues, being a product of international synergies and the natural appeal of the characters and stories. The transnationalization of investment capital, diversification of themes and (sub)genres, underlying threat in the proliferation of illegal audiences, development of internet streaming technologies, and other new transformations in media-mix-based*

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*production models make the study of these products even more relevant today. In this way, manga (Japanese comics), anime (Japanese animation), and video games are not necessarily products designed for the national market. More than ever, it is necessary to reconcile national and transnational positions for the study of this cultural production. The present volume includes contributions aligned to the analysis of Japanese popular culture flow from many perspectives (cultural studies, film, comic studies,*

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*sociology, etc.), although we have emphasized the relationships between manga, anime, and international audiences. The selected works include the following topics:*

- *Studies on audiences—national and transnational case studies;*
- *Fandom production and Otaku culture;*
- *Cross-media and transmedia perspectives;*
- *Theoretical perspectives on manga, anime, and media-mixes.*

*Hello Kitty's Trek Across the Pacific  
Culture and Nurturance  
A James Acton Thriller, Book*

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#7

*Schumpeter's Guide to the  
Postwar Japanese Miracle  
Pink Globalization  
I'm Married to Your  
Company!  
The Rise and Fall of  
Pokémon*

After World War II, Japanese Americans in Hawai'i sought to carve a positive niche of public citizenship in the community. In 1953 members of the Honolulu Japanese Junior Chamber of Commerce and their wives created a beauty contest, the Cherry Blossom Festival (CBF) Queen Pageant, which quickly became an annual spectacle for the growing urban population of Honolulu. Crowning the Nice Girl



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analyzes the pageant through its decades of development to the present within multiple frameworks of gender, class, and race/ethnicity. Drawing on extensive archival research; interviews with CBF queens, contestants, and organizers; and participant observation in the Fiftieth Annual Festival as a volunteer, Christine Yano paints a complex portrait of not only a beauty pageant, but also a community. The study begins with the subject of beauty pageants in general and Asian American beauty pageants in particular, interrogating the issues they raise, embedding them within their histories, and examining them as part of a global culture that has taken its model from the Miss America contest. Yano follows the pageant

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throughout the decades into the 1990s, adding corresponding

"herstories"—extensive narratives drawn from interviews with CBF queens. She concludes by framing issues of race, ethnicity, spectacle, and community within the intertwined themes of niceness and banality.

A leading Bombay advertising agency justifies as traditionally Indian the highly eroticized images it produces to promote the KamaSutra condom brand. Another agency struggles to reconcile the global ambitions of a cellular-phone service provider with the ambivalently local connotations of the client's corporate brand. When the dream of the 250 million-strong "Indian middle class" goes sour, Indian advertising and marketing

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professionals search for new ways to market “the Indian consumer”—now with added cultural difference—to multinational clients. An examination of the complex cultural politics of mass consumerism in a globalized marketplace, *Shoveling Smoke* is a pathbreaking and detailed ethnography of the contemporary Indian advertising industry. It is also a critical and innovative intervention into current theoretical debates on the intersection of consumerist globalization, aesthetic politics, and visual culture. William Mazzarella traces the rise in India during the 1980s of mass consumption as a self-consciously sensuous challenge to the austerities of state-led developmentalism. He shows how the decisive opening of Indian markets to

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foreign brands in the 1990s refigured established models of the relationship between the local and the global and, ironically, turned advertising professionals into custodians of cultural integrity.

In *Pink Globalization*, Christine R. Yano examines the creation and rise of Hello Kitty as a part of Japanese Cute-Cool culture. Yano argues that the international popularity of Hello Kitty is one aspect of what she calls pink globalization—the spread of goods and images labeled cute (*kawaii*) from Japan to other parts of the industrial world. The concept of pink globalization connects the expansion of Japanese companies to overseas markets, the enhanced distribution of Japanese products, and the rise of

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Japan's national cool as suggested by the spread of manga and anime. Yano analyzes the changing complex of relations and identities surrounding the global reach of Hello Kitty's cute culture, discussing the responses of both ardent fans and virulent detractors. Through interviews, Yano shows how consumers use this iconic cat to negotiate gender, nostalgia, and national identity. She demonstrates that pink globalization allows the foreign to become familiar as it brings together the intimacy of cute and the distance of cool. Hello Kitty and her entourage of marketers and consumers wink, giddily suggesting innocence, sexuality, irony, sophistication, and even sheer happiness. Yano reveals the edgy power in this wink and the ways it can

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overturn, or at least challenge, power structures.

In an era of irregular labor, nagging recession, nuclear contamination, and a shrinking population, Japan is facing precarious times. How the Japanese experience insecurity in their daily and social lives is the subject of *Precarious Japan*. Tacking between the structural conditions of socioeconomic life and the ways people are making do, or not, Anne Allison chronicles the loss of home affecting many Japanese, not only in the literal sense but also in the figurative sense of not belonging. Until the collapse of Japan's economic bubble in 1991, lifelong employment and a secure income were within reach of most Japanese men, enabling them to maintain their families in a

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comfortable middle-class lifestyle.

Now, as fewer and fewer people are able to find full-time work, hope turns to hopelessness and security gives way to a pervasive unease. Yet some Japanese are getting by, partly by reconceiving notions of home, family, and togetherness.

Gender, Ethnicity, and Culture in  
Hawai'i's Cherry Blossom Festival  
Coffee Life in Japan

The Circle of Eight  
Japan, 1972

Gender, Mobility, and Labor in Japan  
Robots, Gender, Family, and the  
Japanese Nation

Nostalgia and the Nation in Japanese  
Popular Song

Rokudenashiko's mission is  
to demystify female

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genitalia, a mission that has led to a vulva-shaped kayak and her arrest."

Iconic Designs is a beautifully designed and illustrated guide to fifty classic 'things' - designs that we find in the city, in our homes and offices, on page and screen, and in our everyday lives. In her introduction, Grace Lees-Maffei explores what makes a design 'iconic', and fifty essays by leading design and cultural critics tell the story of each iconic 'thing', its innovative and unique qualities, and its journey to classic status. Subjects range from the late 19th century to the present



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day, and include the Sydney Opera House, the Post-It Note, Coco Chanel's classic suit, the Sony Walkman™, Hello Kitty™, the typeface Helvetica, the Ford Model T, Harry Beck's diagrammatic map of the London

Underground and the Apple iMac G3. This handsome volume provides a treasure trove of 'stories' that will shed new light on the iconic designs that we use without thinking, aspire to possess, love or hate (or love to hate) and which form part of the fabric of our everyday lives.

The tea ceremony persists as one of the most evocative symbols of Japan. Originally

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a pastime of elite warriors in premodern society, it was later recast as an emblem of the modern Japanese state, only to be transformed again into its current incarnation, largely the hobby of middle-class housewives. How does the cultural practice of a few come to represent a nation as a whole? Although few non-Japanese scholars have peered behind the walls of a tea room, sociologist Kristin Surak came to know the inner workings of the tea world over the course of ten years of tea training. Here she offers the first comprehensive analysis of the practice that includes

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new material on its historical changes, a detailed excavation of its institutional organization, and a careful examination of what she terms "nation-work"—the labor that connects the national meanings of a cultural practice and the actual experience and enactment of it. She concludes by placing tea ceremony in comparative perspective, drawing on other expressions of nation-work, such as gymnastics and music, in Europe and Asia. Taking readers on a rare journey into the elusive world of tea ceremony, Surak offers an insightful account of the fundamental processes

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of modernity—the work of making nations.

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

Creating Magic

Advertising and

Globalization in

Contemporary India

Emotionomics

Making Tea, Making Japan

Cultural Institutions of the

Novel

Crowning the Nice Girl

God's Own

**NEW YORK TIMES BESTSELLER**

• **PULITZER PRIZE FINALIST**

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• NATIONAL BOOK CRITICS  
CIRCLE AWARD WINNER • ONE  
OF TIME'S 100 MOST  
INFLUENTIAL PEOPLE • A  
*ruthlessly honest,  
emotionally charged, and  
utterly original  
exploration of Asian  
American consciousness*  
"Brilliant . . . To read  
this book is to become  
more human."—Claudia  
Rankine, author of *Citizen*  
*In development as a  
television series starring  
and adapted by Greta Lee •*  
*One of Time's 10 Best  
Nonfiction Books of the  
Year • Named One of the  
Best Books of the Year by*

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*The New York Times, The Washington Post, NPR, New Statesman, BuzzFeed, Esquire, The New York Public Library, and Book Riot* Poet and essayist Cathy Park Hong fearlessly and provocatively blends memoir, cultural criticism, and history to expose fresh truths about racialized consciousness in America. Part memoir and part cultural criticism, this collection is vulnerable, humorous, and provocative—and its relentless and riveting pursuit of vital questions around family and

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*friendship, art and politics, identity and individuality, will change the way you think about our world. Binding these essays together is Hong's theory of "minor feelings." As the daughter of Korean immigrants, Cathy Park Hong grew up steeped in shame, suspicion, and melancholy. She would later understand that these "minor feelings" occur when American optimism contradicts your own reality—when you believe the lies you're told about your own racial identity.*

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*Minor feelings are not small, they're dissonant—and in their tension Hong finds the key to the questions that haunt her. With sly humor and a poet's searching mind, Hong uses her own story as a portal into a deeper examination of racial consciousness in America today. This intimate and devastating book traces her relationship to the English language, to shame and depression, to poetry and female friendship. A radically honest work of art, Minor Feelings forms*



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*a portrait of one Asian American psyche—and of a writer's search to both uncover and speak the truth. Praise for Minor Feelings "Hong begins her new book of essays with a bang. . . .The essays wander a variegated terrain of memoir, criticism and polemic, oscillating between smooth proclamations of certainty and twitches of self-doubt. . . . Minor Feelings is studded with moments [of] candor and dark humor shot through with glittering self-awareness."*—The New York

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*Times* "Hong uses her own experiences as a jumping off point to examine race and emotion in the United States."—Newsweek

"Powerful . . . [Hong] brings together memoiristic personal essay and reflection, historical accounts and modern reporting, and other works of art and writing, in order to amplify a multitude of voices and capture Asian America as a collection of contradictions. She does so with sharp wit and radical transparency."—Salon

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An exploration of cuteness and its immense hold on us, from emojis and fluffy puppies to its more uncanny, subversive expressions Cuteness has taken the planet by storm. Global sensations Hello Kitty and Pokémon, the works of artists Takashi Murakami and Jeff Koons, Heidi the cross-eyed opossum and E.T.—all reflect its gathering power. But what does “cute” mean, as a sensibility and style? Why is it so pervasive? Is it all infantile fluff, or is there something more

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uncanny and even menacing going on—in a lighthearted way? In *The Power of Cute*, Simon May provides nuanced and surprising answers. We usually see the cute as merely diminutive, harmless, and helpless. May challenges this prevailing perspective, investigating everything from Mickey Mouse to Kim Jong-il to argue that cuteness is not restricted to such sweet qualities but also beguiles us by transforming or distorting them into something of playfully indeterminate power, gender, age,

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morality, and even  
species. May grapples with  
cuteness's dark and  
unpindownable  
side—unnerving, artful,  
knowing,  
apprehensive—elements that  
have fascinated since  
ancient times through  
mythical figures,  
especially hybrids like  
the hermaphrodite and the  
sphinx. He argues that  
cuteness is an addictive  
antidote to today's  
pressured expectations of  
knowing our purpose, being  
in charge, and appearing  
predictable, transparent,  
and sincere. Instead, it

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*frivolously expresses the uncertainty that these norms deny: the ineliminable uncertainty of who we are; of how much we can control and know; of who, in our relations with others, really has power; indeed, of the very value and purpose of power. The Power of Cute delves into a phenomenon that speaks with strange force to our age. Explains how the company behind "Hello Kitty" turned the cartoon cat into an international icon and a merchandising gold mine, available on over*

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*22,000 different products  
and in over forty  
countries.*

*"Wickedly funny . . .  
Ideal for babybats and  
elder goths who'll  
appreciate the wealth of  
reminders of the  
experiences that make up  
goth life" (NOW Magazine).*

*A guidebook to the  
language of the most  
shadowy of subcultures,  
this work collects and  
defines more than 550  
Gothic words and phrases.  
Compiled by an acclaimed  
Goth journalist and poet,  
this compendium provides  
insight into the unique*

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*vernacular of this  
fascinating community,  
describing in detail and  
with black humor the  
fashion, music, and  
lifestyle as well as  
sharing insider slang such  
as Babybat, Corp Goth, and  
the Gothic Two-Step. A  
Goth Band Family Tree and  
essential Goth listening,  
reading, and viewing  
recommendations are also  
included in this  
phantasmagorical work.  
"Including illustrations  
from the talented Gary  
Pullin, Encyclopedia  
Gothica is the essential  
Goth reference whether*



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*you're wondering who  
Sisters of Mercy are or  
what absinthe is (and why  
Marilyn Manson has his own  
brand of the green  
stuff)." –Geeks of Doom  
"Ladouceur is a rare gem  
of a commenter that has  
the ability not only to  
laugh at herself, but to  
be able to get you to  
laugh at yourself, too."  
–HoustonPress "Ladouceur  
has compiled a thorough  
and amusing encyclopedia  
about all-things-Goth . .  
. Whether you want to read  
about Nosferatu, Goth  
Juice or mall Goths you'll  
find brief and truly*

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*informative segments in  
Encyclopedia Gothica."*

*—antiMusic "Ladouceur's  
humor is a welcome rarity  
in an oft-misunderstood  
subculture." —Maclean's*

*"For those who continue to  
fear Goths, this book is a  
powerful antidote. Despite  
their spiky, menacing*

*exterior, Encyclopedia  
Gothica details a culture  
as harmless and geeky as  
your average Star Wars*

*fanboy or Kiss Army foot  
soldier." —National Post*

*The Story of a Good for  
Nothing Artist and Her  
Pussy*

*Andean Music in Japan*

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*Atari to Zelda*

*Japan's Pop Era and Its  
Discontents*

*Everyday Voices of  
Japanese Women*

*Tokyo Boogie-Woogie*

*Principles and Practice*

Enka, a sentimental ballad genre, epitomizes for many the nihonjin no kokoro (heart/soul of Japanese). To older members of the Japanese public, who constitute enka's primary audience, this music--of parted lovers, long unseen rural hometowns, and self-sacrificing mothers--evokes a direct connection to the traditional roots of "Japaneseness." Overlooked in this emotional invocation of the past, however, are the powerful

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commercial forces that, since the 1970s, have shaped the consumption of enka and its version of national identity. Informed by theories of nostalgia, collective memory, cultural nationalism, and gender, this book draws on the author's extensive fieldwork in probing the practice of identity-making and the processes at work when Japan becomes "Japan."

“ Cafes are where change happens and people feel most themselves. In this surprising book we see how Japan came of age in the café —where women became free, where people jazz and poetry could reign. And, of course, where coffee is at its perfectionist best. Always a congenial companion and teacher, Merry White shows us a

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whole society in a beautifully made cup.” —Corby Kummer, *The Atlantic* “Merry White's book is vital reading for anyone interested in culture and coffee, which has a surprising and surprisingly long history in Japan. Tracing the evolving role of the country's cafes, and taking us on armchair visits to some of the best, White makes us want to board a plane immediately to sample a cup brewed with ‘kodawari,’ a passion bordering on obsession.” —Devra First, *The Boston Globe* “Coffee Life in Japan features highly engaging history and ethnographic detail on coffee culture in Japan. Many readers will delight in reading this work. White provides an affectionate, deeply felt, well reasoned book on coffee, cafes,

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and urban spaces in Japan."—Christine Yano, author of *Airborne Dreams: "Nisei" Stewardesses and Pan American World Airways* "Combining unmistakable relish for the subject with decades of academic expertise, Merry White skillfully demonstrates that the café, not the teahouse, is a core space in urban Japanese life. Her portrait of their endurance, proliferation, and diversity aptly illustrates how coffee drinking establishments accommodate social and personal needs, catering to a range of tastes and functions. It is a lovely and important book not only about the history and meanings of Japan's liquid mojo, but also about the creation of new urban spaces for privacy and sociality." —Laura

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Miller, author of *Beauty Up: Exploring Contemporary Japanese Body Aesthetics*

The story of the development of the novel—its origin, rise, and increasing popularity as a narrative form in an ever-expanding range of geographic and cultural sites—is familiar and, according to the contributors to this volume, severely limited. In a far-reaching blend of comparative literature and transnational cultural studies, this collection shifts the study of the novel away from a consideration of what makes a particular narrative a novel to a consideration of how novels function and what cultural work they perform—from what novels are, to what they do. The essays in *Cultural Institutions of the Novel*

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find new ways to analyze how a genre notorious for its aesthetic unruliness has become institutionalized—defined, legitimated, and equipped with a canon. With a particular focus on the status of novels as commodities, their mediation of national cultures, and their role in transnational exchange, these pieces range from the seventeenth century to the present and examine the forms and histories of the novel in England, Nigeria, Japan, France, New Zealand, Canada, and the United States. Works by Jane Austen, Natsume Sôseki, Gabriel Garc í a M á rquez, Buchi Emecheta, and Toni Morrison are among those explored as Cultural Institutions of the Novel investigates how



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theories of “ the ” novel and disputes about which narratives count as novels shape social struggles and are implicated in contests over cultural identity and authority. Challenging the notion that the novel is a Western franchise, examining the ways that novels navigate between cultures, and offering new ways to think about novels, this is a pivotal and indispensable volume for student, scholar, and teacher alike.

Contributors. Susan Z. Andrade, Lauren Berlant, Homer Brown, Michelle Burnham, James A. Fujii, Nancy Glazener, Dane Johnson, Lisa Lowe, Deidre Lynch, Jann Matlock, Dorothea von Mücke, Bridget Orr, Clifford Siskin, Katie Trumpener, William B. Warner

The untold story of how Japan

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became a cultural superpower through the fantastic inventions that captured—and transformed—the world’s imagination. “A masterful book driven by deep research, new insights, and powerful storytelling.” —W. David Marx, author of *Ametora: How Japan Saved American Style* Japan is the forge of the world’s fantasies: karaoke and the Walkman, manga and anime, Pac-Man and Pok é mon, online imageboards and emojis. But as Japan media veteran Matt Alt proves in this brilliant investigation, these novelties did more than entertain. They paved the way for our perplexing modern lives. In the 1970s and ’80s, Japan seemed to exist in some near future, gliding on the superior technology of Sony and Toyota.

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Then a catastrophic 1990 stock-market crash ushered in the “lost decades” of deep recession and social dysfunction. The end of the boom should have plunged Japan into irrelevance, but that’s precisely when its cultural clout soared—when, once again, Japan got to the future a little ahead of the rest of us. Hello Kitty, the Nintendo Entertainment System, and multimedia empires like Dragon Ball Z were more than marketing hits. Artfully packaged, dangerously cute, and dizzyingly fun, these products gave us new tools for coping with trying times. They also transformed us as we consumed them—connecting as well as isolating us in new ways, opening vistas of imagination and pathways to revolution. Through

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the stories of an indelible group of artists, geniuses, and oddballs, Pure Invention reveals how Japan ' s pop-media complex remade global culture.

Japan's Videogames in Global Contexts

No Logo

Modern Girls on the Go

Tears of Longing

Robo Sapiens Japonicus

The Aesthetic Life of School Children, Pre K-12th Grade

Introducing Japanese Popular Culture

\*\*\* FROM USA TODAY & MILLION COPY BESTSELLING AUTHOR J. ROBERT KENNEDY \*\*\*

ABANDONED BY THEIR GOVERNMENT, THE DELTA FORCE'S BRAVO TEAM FIGHTS

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TO NOT ONLY SAVE THEMSELVES AND THEIR FAMILIES, BUT HUMANITY AS WELL. Bravo Team is targeted by a madman after one of their own intervenes in a rape. Little do they know this internationally well-respected banker is also a senior member of an organization long thought extinct, whose stated goals for a reshaped world are not only terrifying, but with today's technology, achievable. As Bravo Team fights for its very survival, they are suspended and left adrift without their support network. To save themselves and their families, markers are called in, former members volunteer their services, and the expertise of two professors,

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James Acton and his fiancée Laura Palmer, is requested. It is a race around the globe to save what remains of Bravo Team, as an organization over six centuries old works in the background to destroy them, and all who help them, while it moves forward with plans that could see the world's population decimated in an attempt to recreate Eden. From USA Today and million copy bestselling author J. Robert Kennedy comes The Circle of Eight, another thrilling installment in the internationally bestselling James Acton Thrillers series. In The Circle of Eight, Kennedy is at his best, weaving a tale spanning centuries, and delivering a taut thriller that will keep you on the

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edge of your seat from page one until the breathtaking conclusion. If you enjoy action-packed adventures in the style of Dan Brown, Clive Cussler, and James Rollins, then you can't miss this adrenaline fueled thrill-ride. Get The Circle of Eight today and share in Bravo Team's grief and thirst for revenge as they are abandoned by their government, though not by their friends. About the James Acton Thrillers: "James Acton: A little bit of Jack Bauer and Indiana Jones!" Though this book is part of the James Acton Thrillers series, it is written as a standalone novel and can be enjoyed without having read any of the previous installments. Non-stop action

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that is impossible to put down. The James Acton Thrillers series and its spin-offs, the Special Agent Dylan Kane Thrillers and the Delta Force Unleashed Thrillers, have sold over one million copies. If you love non-stop action and intrigue with a healthy dose of humor, try James Acton today! A great blend of history and current headlines. USA Today bestselling author J. Robert Kennedy's novels are ideal for fans of Dan Brown, Clive Cussler, James Rollins, Tom Clancy, and James Patterson, and those who enjoy intense action and intrigue with a healthy dose of humor and a touch of romance. Readers interested in action adventure, archaeological mysteries, historical



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fiction, men's adventure, conspiracies and ancient mysteries, will love the James Acton Thrillers. If spies and espionage is your thing, then check out the CIA Special Agent Dylan Kane Thrillers for riveting tradecraft action. And for those who prefer the team approach and Special Forces, check out the Delta Force Unleashed series for exciting military thrills. Or maybe you just feel like a mystery? Check out the Detective Shakespeare Mysteries for dark, intense psychological thrillers.

"This work of Dr. Aziza Braithwaite Bey is evidence of her life long insistence that the contributions of ancient and global cultures be

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represented in every possible discourse where issues of human development and human contribution are discussed. First, as an internationally trained fashion designer; second, as a master of museology and costume curating and; third as a doctor of diversity in cultural education teaching in the Graduate School of Arts and Social Sciences at Lesley University, Dr. Bey's work now gives instructors a manual that introduces a plethora of comparative cultural material and evidence into the classroom-and into our thinking. Through well researched examples, her book carefully insists that both instructor and student begin to think of humanity outside of their own

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parochial setting. Through lessons on food, clothing and ritual, this manual purposefully underscores a deep appreciation of world-wide culture. In this era of globalization, it becomes particularly important that we manage to identify distinctions, still, in ethnic form and culture-so that no modern effort toward homogeneity obscures those particular ways and means that varieties of cultures have solved similar problems. This manual gently helps the user to create an understanding that the diverse range of human genius is the greatest contribution to civilization, world-wide. In this manual Bey celebrates that genius...of humanity to demonstrate

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how similar problems can be solved in acutely distinct ways while maintaining similarities of import across of the range of possibility. To this end Dr. Bey's work and her insistence on cultural inclusion demand both our respect and applause." Renee Kemp-Rotan Contributing Editor with Paul Oliver in The International Encyclopedia of World Vernacular Architecture Cambridge University Press, 1997 Globalization is usually thought of as the worldwide spread of Western—particularly American—popular culture. Yet if one nation stands out in the dissemination of pop culture in East and Southeast Asia, it is Japan. Pokémon, anime, pop music,

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television dramas such as Tokyo Love Story and Long Vacation—the export of Japanese media and culture is big business. In *Recentering Globalization*, Koichi Iwabuchi explores how Japanese popular culture circulates in Asia. He situates the rise of Japan's cultural power in light of decentering globalization processes and demonstrates how Japan's extensive cultural interactions with the other parts of Asia complicate its sense of being "in but above" or "similar but superior to" the region. Iwabuchi has conducted extensive interviews with producers, promoters, and consumers of popular culture in Japan and East Asia. Drawing upon this research,

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he analyzes Japan's "localizing" strategy of repackaging Western pop culture for Asian consumption and the ways Japanese popular culture arouses regional cultural resonances. He considers how transnational cultural flows are experienced differently in various geographic areas by looking at bilateral cultural flows in East Asia. He shows how Japanese popular music and television dramas are promoted and understood in Taiwan, Hong Kong, and Singapore, and how "Asian" popular culture (especially Hong Kong's) is received in Japan. Rich in empirical detail and theoretical insight, *Recentering Globalization* is a significant contribution to thinking

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about cultural globalization and transnationalism, particularly in the context of East Asian cultural studies.

This black and white (B&W) Edition of Tropiline Bajan Design (USA Design Patent Des 328198 S) was designed to be of special value to students, artists, and academics. It is about the best modern product design ever to come out of an emerging market and is a major advance in international modern art with cultural, personal, and regional influences all synthesized to produce a masterpiece. It is a single line drawn in space as the essence of the design, like Malevich's rotated linear squares, Saarinen's St. Louis Arch, and

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Brancusi's Bird in Space! Even less is even more permeates the philosophy, which is an amazing chronology of the creative process, the struggles of innovative artists, perseverance and determination (as the design moves around the world from Barbados, to Denmark, to China); with a challenge to all emerging markets (and communities) to move forward modern progressive principles in an age of increasing globalization and international cooperation. The B&W version has a chiaroscuro that is very powerful allowing the brilliant modern forms throughout the book to emerge purely.

“Nisei” Stewardesses and Pan American World Airways



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Pikachu's Global Adventure

Airborne Dreams

Encyclopedia Gothica

Shoveling Smoke

Japanese Media Cultures in Japan  
and Abroad: Transnational

Consumption of Manga, Anime,  
and Media-Mixes

50 Stories about 50 Things

*Specifically designed for  
use on a range of  
undergraduate and graduate  
courses, Introducing  
Japanese Popular Culture  
is a comprehensive  
textbook offering an up-to-  
date overview of a wide  
variety of media forms. It  
uses particular case  
studies as a way into*

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*examining the broader themes in Japanese culture and provides a thorough analysis of the historical and contemporary trends that have shaped artistic production, as well as, politics, society, and economics. As a result, more than being a time capsule of influential trends, this book teaches enduring lessons about how popular culture reflects the societies that produce and consume it. With contributions from an international team of scholars, representing a range of disciplines from*

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*history and anthropology to art history and media studies, the book's sections include: Television Videogames Music Popular Cinema Anime Manga Popular Literature Fashion Contemporary Art Written in an accessible style by a stellar line-up of international contributors, this textbook will be essential reading for students of Japanese culture and society, Asian media and popular culture, and Asian Studies in general. This spirited and engaging multidisciplinary volume*

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*pins its focus on the lived experiences and cultural depictions of women's mobility and labor in Japan. The theme of "modern girls" continues to offer a captivating window into the changes that women's roles have undergone during the course of the last century. Here we encounter Japanese women inhabiting the most modern of spaces, in newly created professions, moving upward and outward, claiming the public life as their own: shop girls, elevator girls, dance hall dancers,*

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*tour bus guides, airline stewardesses, international beauty queens, overseas teachers, corporate soccer players, and even female members of the Self-Defense Forces. Directly linking gender, mobility, and labor in 20th and 21st century Japan, this collection brings to life the ways in which these modern girls—historically and contemporaneously—have influenced social roles, patterns of daily life, and Japan's global image. It is an ideal guidebook for students, scholars,*

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*and general readers alike. In the beginning God created woman in His own like image, blessed her to go out to be fruitful and multiply, to replenish the earth, subdue it, and have dominion over everything on it, Genesis 1: 27-28. God's Own: The Genesis of Mathematical Story-Telling is about the creativity of God (The Absolute Infinite) as He is reflected in women. It is about the power of The Absolute Infinite to perform signs and wonders reflected in mathematical symbols, patterns,*

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numbers, and graphs. It is a book on His word according to John 1:1, in the beginning was the word, the word was with God, and the word was God. God's Own: The Genesis of Mathematical Story-Telling is a mathematical, cultural, and spiritual story of Dr. Nkechi (God's own) Madonna Adeleine Agwu, aka Nma (Beautiful) Jacob. Dr. Agwu is an African female leader in mathematics and statistics education. Her life trajectory includes experiences of displacement,

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homelessness, living in  
refugee camps, single-  
parenting of a child with  
hearing and speech needs,  
and many other issues that  
from all indications could  
have set her up for  
failure, but for God's  
divine intervention. God's  
Own: The Genesis of  
Mathematical Story-Telling  
is about Dr. Agwu's  
journey as an ethno-  
mathematician to her  
present scholarship in  
African culture and  
women's stories in  
science, technology,  
engineering, and  
mathematics (STEM) related



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*fields. It is about how she found her identity as a mathematical storyteller of members of the Organization of Nigerian Women in Agricultural Research and Development (NiWARD). It is a story about the beauty, strength, courage, and nurturing spirit of women. In this era of globalization, African people face the urgent need to foster world-wide education about their mathematics, science, technology, history and culture (Gerdes, 1998). All groups of people have*

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made significant contributions to the development of mathematics. However, the contributions of Africans other than those related to the early beginnings of algebra and geometry in ancient Egypt, are still highly unacknowledged in the history of mathematics (Lumpkin, 1997). This is partly due to our oral traditions, slavery, colonialism, neo-colonialism, globalization, and the fact that our indigenous mathematics, scientific and technological

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knowledge as a people is often shrouded in our spirituality. This notwithstanding, efforts must be made to document the mathematical contributions of Africans to enrich the curriculum in a multicultural and interdisciplinary way by providing a wide repertoire of examples of mathematical concepts illustrated from the African context. God's Own: The Genesis of Mathematical Story-Telling does this. In particular, it highlights the indigenous mathematical

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knowledge and cultural  
beauty of the Ndebele  
people of Southern Africa.  
God's Own: The Genesis of  
Mathematical Story-Telling  
is a story about  
creativity, innovation,  
and adaptation. It is a  
story about necessity as  
the mother of innovation.  
It is about the philosophy  
of "do what you can, from  
where you are, with what  
you have." It is a story  
about Nma (Beautiful)  
Jacob, the survivor,  
overcomer, successor and  
faithful servant of God.  
It is a story that The  
Absolute Infinite is ever

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*present in our lives  
shaping our mathematical  
genomes. Emmanuel - God is  
with us! His Angels are  
around us, protecting and  
guiding us!*

*Joseph Schumpeter's  
conceptions of  
entrepreneurship,  
innovation, and creative  
destruction have been  
hugely influential. He  
pioneered the study of  
economic development and  
of technological paradigm  
shifts and was a  
forerunner of the emerging  
field of evolutionary  
economics. He is not  
thought of as a theorist*

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*of credit-supercharged high-speed growth, but this is what he became in postwar Japan. As Mark Metzler shows in Capital as Will and Imagination, economists and planners in postwar Japan seized upon Schumpeter's ideas and put them directly to work. The inflationary creation of credit, as theorized by Schumpeter, was a vital but mostly unrecognized aspect of the successful stabilization of Japanese capitalism after World War II and was integral to Japan's postwar success. It also helps to explain*

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*Japan's bubble, and the global bubbles that have followed it. The heterodox analysis presented in Capital as Will and Imagination goes beyond the economic history of postwar Japan; it opens up a new view of the core circuits of modern capital in general.*

*How Japan Made the Modern World*

*The Genesis of*

*Mathematical Story-*

*Telling: Niward Story of*

*Nkechi Madonna Adeleine*

*Agwu, PH.D*

*Intimate Distance*

*Japanese Popular Culture*

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*and Globalization  
Capital as Will and  
Imagination  
Cultural Nationalism in  
Practice*

*An Asian American  
Reckoning*

**Lecturers, request your  
electronic inspection copy This  
sharp, innovative book  
champions the rising significance  
of ethnographic research on the  
use of digital resources around  
the world. It contextualises  
digital and pre-digital  
ethnographic research and  
demonstrates how the  
methodological, practical and  
theoretical dimensions are  
increasingly intertwined. Digital  
ethnography is central to our**



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**understanding of the social world; it can shape methodology and methods, and provides the technological tools needed to research society. The authoritative team of authors clearly set out how to research localities, objects and events as well as providing insights into exploring individuals' or communities' lived experiences, practices and relationships. The book: Defines a series of central concepts in this new branch of social and cultural research Challenges existing conceptual and analytical categories Showcases new and innovative methods Theorises the digital world in new ways Encourages us to rethink pre-digital practices, media and environments This is**

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**the ideal introduction for anyone intending to conduct ethnographic research in today's digital society.**

**Initially developed in Japan by Nintendo as a computer game, Pokémon swept the globe in the late 1990s. Based on a narrative in which a group of children capture, train, and do battle with over a hundred imaginary creatures, Pokémon quickly diversified into an array of popular products including comic books, a TV show, movies, trading cards, stickers, toys, and clothing. Pokémon eventually became the top grossing children's product of all time. Yet the phenomenon fizzled as quickly as it had ignited. By 2002, the Pokémon craze was**

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**mostly over. Pikachu's Global Adventure describes the spectacular, complex, and unpredictable rise and fall of Pokémon in countries around the world. In analyzing the popularity of Pokémon, this innovative volume addresses core debates about the globalization of popular culture and about children's consumption of mass-produced culture. Topics explored include the origins of Pokémon in Japan's valorization of cuteness and traditions of insect collecting and anime; the efforts of Japanese producers and American marketers to localize it for foreign markets by muting its sex, violence, moral ambiguity, and general feeling of Japaneseness; debates about**

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**children's vulnerability versus agency as consumers; and the contentious question of Pokémon's educational value and place in school. The contributors include teachers as well as scholars from the fields of anthropology, media studies, sociology, and education. Tracking the reception of Pokémon in Japan, the United States, Great Britain, France, and Israel, they emphasize its significance as the first Japanese cultural product to enjoy substantial worldwide success and challenge western dominance in the global production and circulation of cultural goods. Contributors. Anne Allison, Linda-Renée Bloch, Helen Bromley, Gilles Brougere,**

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**David Buckingham, Koichi  
Iwabuchi, Hirofumi Katsuno,  
Dafna Lemish, Jeffrey Maret,  
Julian Sefton-Green, Joseph  
Tobin, Samuel Tobin, Rebekah  
Willet, Christine Yano**

**Japan is arguably the first  
postindustrial society to embrace  
the prospect of human-robot  
coexistence. Over the past  
decade, Japanese humanoid  
robots designed for use in  
homes, hospitals, offices, and  
schools have become celebrated  
in mass and social media  
throughout the world. In Robo  
sapiens japonicus, Jennifer  
Robertson casts a critical eye on  
press releases and public  
relations videos that  
misrepresent robots as being as  
versatile and agile as their**

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science fiction counterparts. An ethnography and sociocultural history of governmental and academic discourse of human-robot relations in Japan, this book explores how actual robots—humanoids, androids, and animaloids—are “imagineered” in ways that reinforce the conventional sex/gender system and political-economic status quo. In addition, Robertson interrogates the notion of human exceptionalism as she considers whether “civil rights” should be granted to robots. Similarly, she juxtaposes how robots and robotic exoskeletons reinforce a conception of the “normal” body with a deconstruction of the much-invoked Theory of the

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### **Uncanny Valley.**

**The cross-cultural interactions of Japanese videogames and the West, from DIY localization by fans to corporate strategies of “Japaneseness.” In the early days of arcades and Nintendo, many players didn't recognize Japanese games as coming from Japan; they were simply new and interesting games to play. But since then, fans, media, and the games industry have thought further about the “Japaneseness” of particular games. Game developers try to decide whether a game's Japaneseness is a selling point or stumbling block; critics try to determine what elements in a game express its Japaneseness—cultural motifs or**

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**technical markers. Games were “localized,” subjected to sociocultural and technical tinkering. In this book, Mia Consalvo looks at what happens when Japanese games travel outside Japan, and how they are played, thought about, and transformed by individuals, companies, and groups in the West. Consalvo begins with players, first exploring North American players' interest in Japanese games (and Japanese culture in general) and then investigating players' DIY localization of games, in the form of ROM hacking and fan translating. She analyzes several Japanese games released in North America and looks in detail at the Japanese game company**



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**Square Enix. She examines indie and corporate localization work, and the rise of the professional culture broker. Finally, she compares different approaches to Japaneseness in games sold in the West and considers how Japanese games have influenced Western games developers. Her account reveals surprising cross-cultural interactions between Japanese games and Western game developers and players, between Japaneseness and the market.**

**Pure Invention**

**Hello Kitty**

**Geographies of Consumption**

**Hello Kitty's Trek Across the Pacific**

**The Power of Cute**

**Taking Aim at the Brand Bullies**

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## **Popular Culture and Japanese Transnationalism**

'I believe that 'emotion' is where it's at'  
Tom Peters For far too long, emotions  
have been ignored in favour of  
rationality and efficiency, but  
breakthroughs in brain science have  
revealed that people are primarily  
emotional decision-makers. Many  
companies have not yet accepted that  
fact, much less acted on it. In this fully  
revised edition, Emotionomics will help  
you to understand emotions in terms of  
business opportunities - both in the  
marketplace and in the workplace. In  
today's highly competitive marketplace  
where many products look alike, it is  
the emotional benefit that can make the  
difference. At the same time,  
companies with engaged, productive

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work forces will undoubtedly achieve competitive advantage. Dan Hill's book draws on insights gathered through facial coding, the single best viable means of measuring and managing the emotional response of customers and employees, to help you to leverage emotions for business success in terms of branding, product design, advertising, sales, customer satisfaction, leadership and employee management. Emotions matter and Emotionomics will help you to step closer to customers and employees, but step ahead of your competitors.

Japan, 1972 takes an early-seventies year as a vantage point for understanding how Japanese society came to terms with cultural change. Yoshikuni Igarashi examines a broad

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selection of popular film, television, manga, and other media, exposing the underpinnings of mass culture and investigating deeper anxieties over agency and masculinity.

This is a book about Andean music, its reception in Japan, and the resultant transcultural connection. Michelle Bigenho toured Japan with Bolivian musicians and dancers and describes how the two nationalites connected with each other through song and dance. This approachable and absorbing book offers a unique window into Japanese culture and language. Highlighting the overlooked world of the "silent majority," the housewives and mothers who are the mainstay of Japanese society, this work tells the stories of ordinary women in their own voices.

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An annotated translation of a Japanese bestseller, the volume explores the daily communication of Japanese women and what their words tell us about their relationships and lives in a globalized, post-industrial, yet still often male-dominated Japan. Readers will find that many issues explored here are universal to women everywhere, while others are specific to Japan. With added cultural context and commentary, the book offers a fresh understanding of Japanese society, even for those who have had little exposure to Japan. Students in diverse fields, ranging from anthropology to women's studies and from communications to Asian studies, will find this an insightful and provocative work.

Leveraging Emotions for Business

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Success

The Remarkable Story of Sanrio and  
the Billion Dollar Feline Phenomenon

10 Common Sense Leadership

Strategies from a Life at Disney

Recentering Globalization

Tropiline Bajan Design

Minor Feelings

What Is Obscenity?

***Tracing the global  
circulation and  
consumption of Hello  
Kitty, Christine R. Yano  
analyzes the spread of  
Japanese "cute-cool"  
culture, which she sees  
as combining kitsch with  
an ironic self-  
referentiality.***

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***Japanese Popular Culture and Globalization is the only concise overview of Japan's phenomenal impact on world pop culture available in English. Surveying Japanese forms from anime (animation) and manga (comic books) to monster movies and Hello Kitty products, this volume is an accessible introduction to Japan's pop creativity and its appeal worldwide. Written in an accessible style and illustrated with more than 20***

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***photographs, Japanese Popular Culture and Globalization combines a historical approach to the evolution and diffusion of Japanese pop with interdisciplinary perspectives from anthropology, literary studies, political science, and the visual arts. Includes a useful glossary of terms and a bibliography of recommended readings. "It's not the magic that makes it work; it's the way we work that makes it magic." The secret for***



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**creating “magic” in our careers, our organizations, and our lives is simple: outstanding leadership—the kind that inspires employees, delights customers, and achieves extraordinary business results. No one knows more about this kind of leadership than Lee Cockerell, the man who ran Walt Disney World® Resort operations for over a decade. And in Creating Magic, he shares the leadership principles that**

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***not only guided his own journey from a poor farm boy in Oklahoma to the head of operations for a multibillion dollar enterprise, but that also soon came to form the cultural bedrock of the world's number one vacation destination. But as Lee demonstrates, great leadership isn't about mastering impossibly complex management theories. We can all become outstanding leaders by following the ten practical, common sense***

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**strategies outlined in this remarkable book. As straightforward as they are profound, these leadership lessons include: Everyone is important. Make your people your brand. Burn the free fuel: appreciation, recognition, and encouragement. Give people a purpose, not just a job. Combining surprising business wisdom with insightful and entertaining stories from Lee's four decades on the front lines of some of the world's best-run**

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***companies, Creating  
Magic shows all of us -  
from small business  
owners to managers at  
every level - how to  
become better leaders by  
infusing quality,  
character, courage,  
enthusiasm, and integrity  
into our workplace and  
into our lives.***

***Iconic Designs***

***Digital Ethnography***

***Precarious Japan***

***Visions of Masculinity in  
an Age of Mass  
Consumerism***