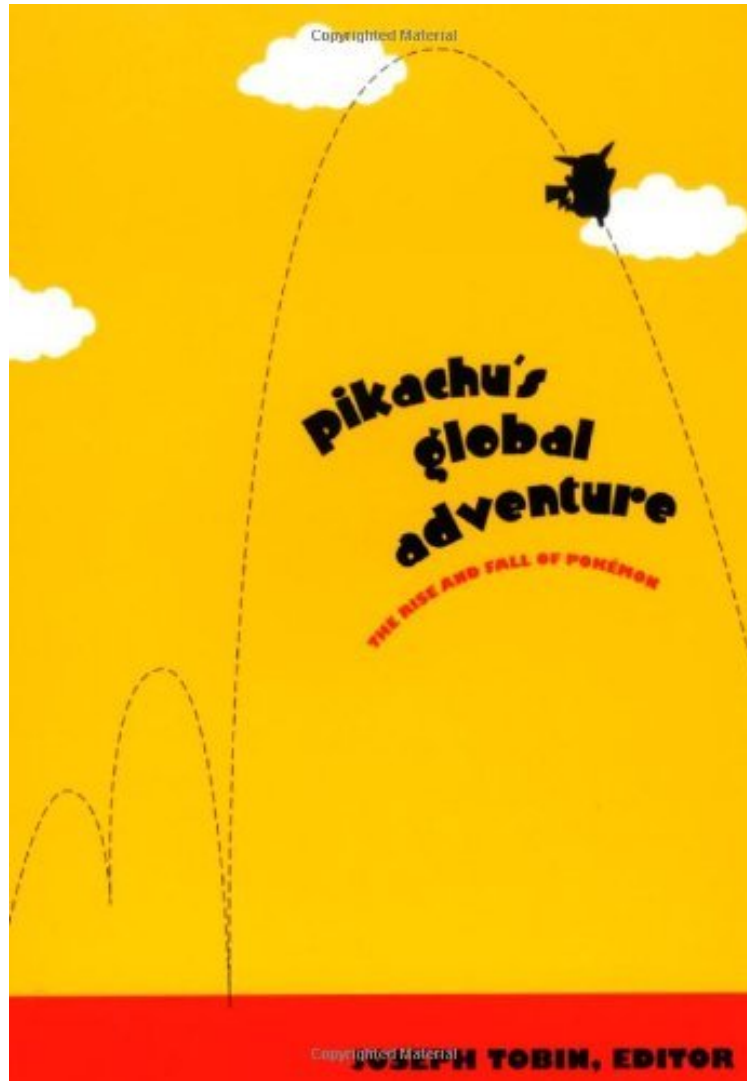


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Pikachu's Global Adventure: The Rise and Fall of Pokeacute;mon

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From Duke University Press Books : Pikachu's Global Adventure: The Rise and Fall of Pokeacute;mon before purchasing it in order to gage whether or not it would be worth my time, and all praised Pikachu's Global Adventure: The Rise and Fall of Pokeacute;mon:

4 of 6 people found the following review helpful. Excellent comprehensive look into Japanese influence on consumer cultureBy bethEach chapter is written by a different expert in various fields (business, anthropology,etc) and offers a very deep view of the Japanese and global consumer market using pokemon as a basis for discussion. It is a very interesting read even if it is not being used as a text book. Great for business majors and anyone interested in consumer or Japanese culture and pokemon!3 of 5 people found the following review helpful. Great Learning ToolBy VietzeNot going to go into pedantic details... But I will say, this provides excellent documentation and analysis on the success of

the Pokemon franchise, considering all aspects of the property. I was most interested in the card game, but wound up reading the entire book, fascinated by what I learned. 1 of 9 people found the following review helpful. Pikachu's Global Adventure to My Heart =) By Kat Rothra I loved this product! It was a little beat up but that was what I was expecting. I couldn't put that book down

Initially developed in Japan by Nintendo as a computer game, Pokemon 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, Pokemon quickly diversified into an array of popular products including comic books, a TV show, movies, trading cards, stickers, toys, and clothing. Pokemon eventually became the top grossing children's product of all time. Yet the phenomenon fizzled as quickly as it had ignited. By 2002, the Pokemon craze was mostly over. Pikachu's Global Adventure describes the spectacular, complex, and unpredictable rise and fall of Pokemon in countries around the world. In analyzing the popularity of Pokemon, 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 Pokemon 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 children's vulnerability versus agency as consumers; and the contentious question of Pokemon'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 Pokemon 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-Renee Bloch, Helen Bromley, Gilles Brougere, David Buckingham, Koichi Iwabuchi, Hirofumi Katsuno, Dafna Lemish, Jeffrey Maret, Julian Sefton-Green, Joseph Tobin, Samuel Tobin, Rebekah Willet, Christine Yano

I took a peek at the table of contents for Pikachu's Global Adventure, then read a little of the introduction, and the next thing I knew I was deep, deep in the book and didn't want to stop. The writing was that engaging, the information and arguments that compelling. —Henry Jenkins, coeditor of Hop on Pop: The Politics and Pleasures of Popular Culture