

Pink Globalization Hello Kitty S Trek Across The Pacific

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Pink Globalization Hello Kitty S

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 globalizati connects the expansion of Japanese companies to overseas markets, the enhanced distribution of Japanese products ...

Pink Globalization: Hello Kitty's Trek across the Pacific ...

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Pink Globalization: Hello Kitty's Trek across the Pacific ...

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Pink Globalization: Hello Kitty's Trek across the Pacific ...

978-0-8223-5363-8 Author recounts the many lives and adoptions of Hello Kitty as a worldwide cultural phenomenon. Pink Globalization follows the rise of Hello Kitty in both its early domestic evolution and its international expansion. Author Christine Yano compellingly recounts the progress from the brand's mid-seventies birth to its gradual

Pink Globalization: Hello Kitty's Trek across the Pacific

Pink Globalization: Hello Kitty's Trek Across the Pacific is an ethnography which shows how an anthropologist manly focused on the growth of Hello Kitty throughout time. Throughout the book we are able to see how Yano does her research based on Sanrio a Japanese company that has design merchandise that emphasis on the kawaii segment of Japanese popular cultural.

Pink Globalization: Hello Kitty - Free Essay Example ...

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Pink Globalization : Hello Kitty's Trek Across the Pacific ...

Hello Kitty is one aspect of "pink globalization"—the spread of goods and images labeled cute (kawaii) from Japan to other parts of the industrial world. Excerpted from Pink Globalization: Hello...

Pink Globalization: Hello Kitty's Trek Across the Pacific ...

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Duke University Press - Pink Globalization

"Hello Kitty, the white cat with a pink bow on her ear, is the ultimate embodiment of Japan's cute culture: She has no background and no mouth. She represents the impulse to escape history and to...

What Will Sanrio's New Leadership Mean For Hello Kitty? : NPR

Yano, who penned the book "Pink Globalization: Hello Kitty's Trek Across the Pacific," has been carefully examining hundreds of objects related to Hello Kitty for an upcoming exhibit at the ...

Hello Kitty bombshell: 'She's not a cat'

Hello Kitty (Japanese: キティちゃん, Hepburn: Harō Kiti), also known by her full name Kitty White (キティホワイト, Kiti Howaito), is a fictional character produced by the Japanese company Sanrio, created by Yuko Shimizu and currently designed by Yuko Yamaguchi.Kitty is, contrary to popular belief, a little girl and not a cat. [citation needed] Kitty's non-cat status is ...

Hello Kitty - Wikipedia

Pink Globalisation: Hello Kitty's Trek across the Pacific is a product of Yano's extensive research of twelve years, complete with detailed explanations of Japanese values and thought-provoking interviews with some of the Hello Kitty fans and critics as well as Sanrio employees, including marketers and designers.

Intersections: Review, Pink Globalisation: Hello Kitty's ...

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Pink Globalization: Hello Kitty's Trek Across the Pacific ...

"The grandson will have big shoes to follow," says Christine Yano, an anthropologist at the University of Hawaii and the author of Pink Globalization: Hello Kitty's Trek across the Pacific ...

What Will Sanrio's New Leadership Mean For Hello Kitty ...

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.

Pink Globalization: Hello Kitty's Trek across the Pacific ...

The initial revelations come from anthropologist Christine R. Yano (author of "Pink Globalization: Hello Kitty's Trek Across the Pacific"), who said that Sanrio "very firmly" corrected her when ...

Hello Kitty fans tweet shock after hearing she's not a cat

In Pink Globalization, Yano examines the evolution of Hello Kitty and Sanrio from a niche Japanese company to an international icon.

Pink Globalization: Hello Kitty's Trek across the Pacific ...

Pink Globalization: Hello Kitty's Trek across the Pacific Christine R. Yano. 4.4 out of 5 stars 24. Paperback. \$29.64. The Unauthorized History of Hello Kitty: The Story Behind Hello Kitty Minute Help Guides. 2.7 out of 5 stars 8. Paperback. \$6.99. Next. Special offers and product promotions.

Hello Kitty: The Remarkable Story of Sanrio and the ...

The core audience for Pink Globalization is that group interested in the culture of postwar Japan, with the larger constituency being those ruminating on prominent cultural symbols, the long-time terrain of us anthropologists and the core of more recent "cultural studies" writers. In spite of the documented arguments, I cannot see Kitty as "global."

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