



A Japanese Advertising Agency: An Anthropology of Media and Markets (ConsumAsian Series)

Brian Moeran

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This is the only book of its kind - written by an anthropologist who spent twelve months doing fieldwork in a major Tokyo agency and who has spent the past 30 years studying and living in Japan.

By examining the production of advertising, this book turns other semiotics, media and cultural studies theories on their heads. By analysing the social structure of a modern media organization from the inside, it makes anthropology relevant and intellectually stimulating. By treating the Japanese as a more-or-less normal and rational people, it explodes the usual myths of exotic Japan and steps boldly into a global arena that embraces 'east' and 'west' in a new theory of values.

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