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Globalizing Japan
Ethnography of the Japanese
presence in Asia, Europe,
and America

Edited by
Harumi Befu
and
Sylvie Guichard-Anguis



London and New York



#3148955 in eBooks 2003-09-02 2003-09-02File Name: B000OT85ZE | File size: 79.Mb

Harumi Befu, Sylvie Guichard-Anguis : Globalizing Japan: Ethnography of the Japanese presence in Asia, Europe, and America (Nissan Institute/Routledge Japanese Studies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Globalizing Japan: Ethnography of the Japanese presence in Asia, Europe, and America (Nissan Institute/Routledge Japanese Studies):

Globalizing Japan explores the social and cultural dimensions of Japan's global presence. Japan's expansion and presence as an economic giant is witnessed on an everyday basis. Both consciously and unconsciously, we regularly

come into contact with Japan's industrial and cultural globalization, from cameras and automobiles to judo, cuisine or animation. Japan's presence in the popular imagination is heavily influenced both by the country's historical past and its global present. This book will appeal to students and scholars of Japanese Studies, Anthropology and Cultural Studies.

This volume assembles fascinating accounts of the passages and contacts of Japanese dispersals - Japan outside Japan. The volume breaks open the 'black box' of globalization and illustrates that the flows of cultures and persons are shaped by historical, institutional and ideological forces at least as much as by politics and economics. --Merry Isaacs White, Boston University. For anyone with a strong interest in Japanese culture and its extension into other countries, I would recommend this collection of academic essays... [R]epresents yet another important contribution to the body of work which effectively argues for a more open reading of globalizing processes, one which doesn't employ an ethnocentric view as the West as its sole center, but multiple centers and peripheries with a globalization that unfolds in local contexts. READ Magazine, Summer/Fall 2002. This collection of articles is a solid addition to the expanding bookshelf of works that are not satisfied with reducing 'globalization' to a mere synonym for 'Americanization.' --Pacific Affairs, Winter 2003 About the Author Harumi Befu is Emeritus Professor of Anthropology at Stanford University and Visiting Research at the National University of Ethnology, Japan. Sylvie Guichard-Anguis is a researcher at the National Centre for Scientific Research, France and Administrator for the Centre for Research on the Far-East, Paris-Sorbonne.