

1. Record Nr.	UNINA9910451292803321
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Titolo	Brand new China [[electronic resource]] : advertising, media, and commercial culture // Jing Wang
Pubbl/distr/stampa	Cambridge, Mass., : Harvard University Press, 2008
ISBN	0-674-04482-7
Descrizione fisica	1 online resource (xii, 411 p.) : ill
Classificazione	85.40
Disciplina	659.10951
Soggetti	Advertising - China Marketing - China Brand name products - China Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 357-392) and index.
Nota di contenuto	Local content -- Positioning the new modern girl -- The synergy buzz and JV brands -- Storytelling and corporate branding -- Bourgeois bohemians in China? -- Hello Moto: youth culture and music marketing -- CCTV and advertising media.
Sommario/riassunto	One part riveting account of fieldwork and one part rigorous academic study, Brand New China offers a unique perspective on the advertising and marketing culture of China. Wang's experiences in the disparate worlds of Beijing advertising agencies and the U.S. academy allow her to share a unique perspective on China during its accelerated reintegration into the global market system.