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| Autore | Wang Jing <1950-> |
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| 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. |