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Nota di contenuto	Chapter 1: Introduction -- Chapter 2 : China's Art Market before 1978 -- Chapter 3: Gradualist Market Reform and Unofficial Art Movements (1980s) -- Chapter 4: Private Entrepreneurship and the Commercialization of Art (1990s) -- Chapter 5: "Soft Power" Strategy, Wealth Creation and Art Consumerism (2000s) -- Chapter 6: Digitalization, the Rise of Chinese Collectors and the Nation-wide Art Boom (2010s) -- Chapter 7: Pandemic, Exceptional Recovery and the Ultra Wealthy in China -- Chapter 8: A Trend Towards Pluralism and Inclusion -- Chapter 9: Conclusion.
Sommario/riassunto	This book examines the rising global prominence of China's art market throughout the twentieth and twenty-first centuries. To understand the

far-reaching impact of Chinese art on global consumption, this book traces the shift from regional markets to global markets. It asks how the Chinese art market re-emerged from its politicized past, innovated within the private economy boom, remained resilient despite the global financial crisis, and flourished on the global stage despite the COVID-19 pandemic. Ultimately, it argues that cultural entrepreneurship enabled Chinese art professionals to reinvent their space and to participate in the global artworld. Li Ma is a research scholar and co-founder of Sage Creative Foundation, a think tank for cultural entrepreneurship.
