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Sommario/riassunto

Multinational media companies increasingly look to China as a highly important market for the future, but with what degree of confidence should they do so? Media in China is about a new kind of revolution in China - a revolution in which rapidly commercializing media industries confront slow-changing power relations between political, social and economic spheres. This interdisciplinary collection draws on the expertise of industry professionals, academic experts and cultural critics. It offers a variety of perspectives on audio-visual industries in the world's largest media market. In
