

(Mobile ebook) Created in China: The Great New Leap Forward (Media, Culture and Social Change in Asia Series)

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Michael Keane

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Michael Keane : Created in China: The Great New Leap Forward (Media, Culture and Social Change in Asia Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Created in China: The Great New Leap Forward (Media, Culture and Social Change in Asia Series):

This book examines China's creative economy—and how television, animation, advertising, design, publishing and digital games are reshaping traditional understanding of culture. Since the 1950s China has endeavoured to catch-up with advanced Western economies. 'Made in China' is one approach to global competitiveness. But a focus on manufacturing and productivity is impeding innovation. China imports creativity and worries about its 'cultural exports deficit'. In the cultural sector Chinese audiences are attracted to Korean, Taiwanese, and Japanese culture, as well as Hollywood cinema. This book provides a fresh look at China's move up the global value chain. It argues that while government and (most) citizens would prefer to associate with the nationalistic, but unrealized 'created in China' brand, widespread structural reforms are necessary to release creative potential. Innovation policy in China has recently acknowledged these problems. It considers how new ways of managing cultural assets can renovate largely non-competitive Chinese cultural industries. Together with a history of cultural commerce in China, the book details developments in new creative industries and provides the international context for creative cluster policy in Beijing and Shanghai.

"'Created in China: the Great New Leap Forward' is a path-breaking book about China's new creative culture. A double treat for academic and industry readers, it changes the way we think about China." Jing Wang, author of *Brand New China: Advertising, Media, and Commercial Culture* "Impeccably researched and brimming with insights, Keane's book will be the gateway for all scholars entering the field of creative polices in China for many years to come." Andrew Ross, author of *Fast Boat to China--Lessons from Shanghai* "Michael Keane has gone into territory where no other author has been. This is a fresh and provocative account of how Chinese culture is responding to international challenges." Zhang Xiaoming, Program Leader, *Blue Book of China's Cultural Industry*, Chinese Academy of Social Sciences "The quality of Chinese creativity is not in doubt. The story has been wonderfully recounted in Joseph Needham's *History of Science and Civilization in China*. We are now seeing a new narrative which could be called 'The History of Art, Innovation and Civilization in China'. In this, Michael Keane is a spirited and expert guide." John Howkins author of *The Creative Economy: How People Make Money from Ideas About the Author* Michael Keane is Research Fellow with the Australian Research Council Centre of Excellence for Creative Industries and Innovation (CCI) at Queensland University of Technology, Australia. His most recent book (co-authored with Anthony Fung and Albert Moran) is *New Television, Globalization and the East Asian Cultural Imagination* (2006). He is co-editor of *Television across Asia: Television Industries, Programme Formats and Globalisation* (Routledge); and *Media in China: Consumption, Content and Crisis* (Routledge).