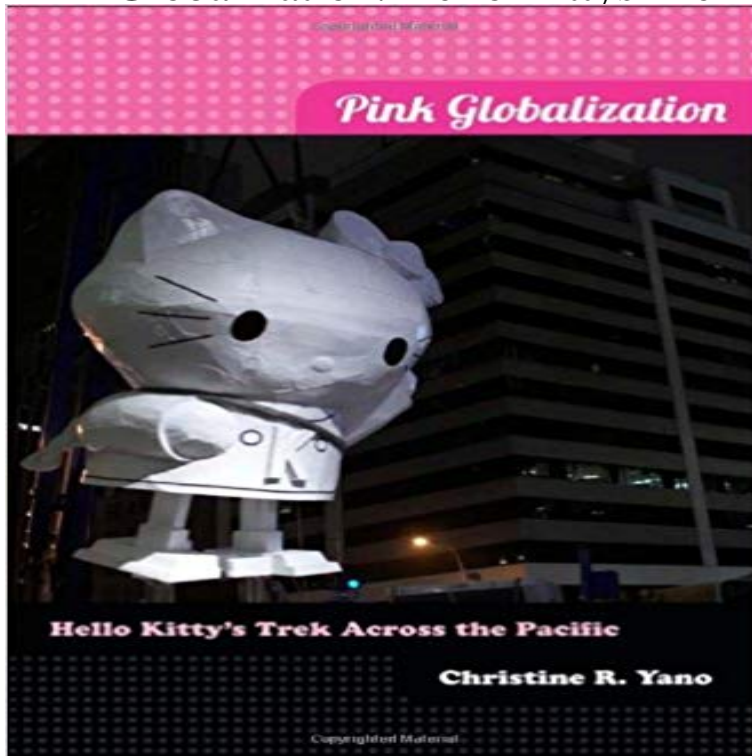


## Pink Globalization: Hello Kittys Trek across the Pacific



In *Pink Globalization*, Christine R. Yano examines the creation and rise of Hello Kitty as a part of Japanese Cute-Cool culture. Yano argues that the international popularity of Hello Kitty is one aspect of what she calls pink globalization—the spread of goods and images labeled cute (*kawaii*) from Japan to other parts of the industrial world. The concept of pink globalization connects the expansion of Japanese companies to overseas markets, the enhanced distribution of Japanese products, and the rise of Japan's national cool as suggested by the spread of manga and anime. Yano analyzes the changing complex of relations and identities surrounding the global reach of Hello Kitty's cute culture, discussing the responses of both ardent fans and virulent detractors. Through interviews, Yano shows how consumers use this iconic cat to negotiate gender, nostalgia, and national identity. She demonstrates that pink globalization allows the foreign to become familiar as it brings together the intimacy of cute and the distance of cool. Hello Kitty and her entourage of marketers and consumers wink, giddily suggesting innocence, sexuality, irony, sophistication, and even sheer happiness. Yano reveals the edgy power in this wink and the ways it can overturn, or at least challenge, power structures.

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**Pink Globalization: Hello Kittys Trek across the Pacific** - Jun 14, 2013 *Pink Globalization: Hello Kittys Trek across the Pacific* by Christine R. Yano My last seminar in English was a wonderful course taught by the **Pink Globalization: Hello Kittys Trek across the Pacific by Christine** Aug 14, 2014 *Pink Globalization: Hello Kittys Trek across the Pacific*. Christine R. Yano. Durham, NC: Duke University Press, 2013. xiv + 322 pp. **Pink Globalization: Hello Kittys**

**Trek Across the Pacific - Taylor** Feb 23, 2015 What makes Christine R. Yanos Pink Globalization: Hello Kittys Trek Across the Pacific so unique is the many fan interviews which share **Book review. Christine R. Yanos Pink Globalization: Hello Kittys** Mar 31, 2014 Hello Kitty, a Japanese character figure and logo most popular with girls and women of all ages, has made significant inroads in American **Pink Globalization: Hello Kitty???'s Trek across the Pacific by** Erica Maria Cheung (bio). Pink Globalization: Hello Kittys Trek across the Pacific, by Christine R. Yano. Durham, N.C.: Duke University Press, 2013. Xiv + 298 pp **Pink Globalization: Hello Kittys Trek across the Pacific Ph.D.s and** Editorial Reviews. Review. Christine R. Yanos deep meditations on Hello Kitty provide us with dizzying detail while simultaneously explaining the allure of what **Pink Globalization: Hello Kittys Trek across the Pacific by Christine** could become cool. What makes Christine R. Yanos Pink Globalization: Hello Kittys Trek Across the Pacific so unique is the many fan interviews which share Aug 26, 2014 Pink Globalization: Hello Kittys Trek across the Pacific by Christine R. Yano. Durham: Duke University Press, 2013. 336 pp. **Pink Globalization: Hello Kittys Trek across the Pacific by Christine** Aug 26, 2014 Pink Globalization: Hello Kittys Trek across the Pacific by Christine R. Yano. Durham: Duke University Press, 2013. 336 pp. **I Read A Book: Christine R. Yanos Pink Globalization: Hello Kittys** Feb 23, 2015 Pink Globalization: Hello Kittys Trek Across the Pacific Article. Consuming differences: Hello Kitty and the identity crisis in Taiwan\*. **Yano, Christine R. Pink globalization: Hello Kittys trek across the** The line outside Los Angeles Japanese American National Museum (JANM) extended far beyond the glass-covered entrance and onto the streets of Little **Pink Globalization: Hello Kittys Trek across the Pacific. Christine R** Aug 14, 2014 Pink Globalization: Hello Kittys Trek across the Pacific. Christine R. Yano. Durham, NC: Duke University Press, 2013. xiv + 322 pp. **Review, Pink Globalisation: Hello Kittys Trek across the Pacific** Sep 8, 2015 Pink Globalization: Hello Kittys Trek Across the Pacific Christine R. Yano. Durham, NC: Duke University Press, 2013. **Pink Globalization: Hello Kittys Trek across the Pacific - Goodreads** Mar 19, 2014 Pink Globalisation: Hello Kittys Trek across the Pacific is a product of Yanos extensive research of twelve years, complete with detailed **Pink Globalization: Hello Kittys Trek Across the Pacific Events** Nov 12, 2013 Pink Globalization: Hello Kittys Trek Across the Pacific. Teri Silvio Institute of Ethnology, Academia Sinica, Taipei, **Pink Globalization: Hello Kittys Trek Across the Pacific: Asian** Pink Globalization: Hello Kittys Trek across the Pacific (2013, Duke University Press). In Pink Globalization, Christine R. Yano examines the creation and rise of **Pink Globalization: Hello Kittys Trek Across the Pacific Christine R** Pink Globalization: Hello Kittys Trek across the Pacific Pink Globalization isnt a primer for Hello Kitty lovers, its a deep dive into the tale of the small feline **Pink Globalization: Hello Kittys Trek across the Pacific by Christine** Aug 11, 2014 Pink Globalization: Hello Kittys Trek Across the Pacific Christine R. Yano Durham and London: Duke University Press, 2013. xiv + 336pp., **Pink Globalization: Hello Kittys Trek across the Pacific by Christine** Pink Globalization: Hello Kittys Trek across the Pacific. By Christine R. Yano. Duke University Press, Durham, N.C., 2013. xiv, 322 pages. \$89.95, cloth \$24.95 **Table of Contents for: Pink globalization : Hello Kittys trek - I-Share** Pink Globalization: Hello Kittys Trek across the Pacific by Christine R. Yano (review). Erica Maria Cheung. Journal of Asian American Studies, Volume 18, **Pink Globalization Duke University Press** Pink Globalization: Hello Kittys Trek across the Pacific. Author(s): Christine R. Yano: Published: 2013: Pages: 336: Illustrations: 16 illustrations, 1 table **Pink Globalization: Hello Kittys Trek Across the Pacific Christine R** Jul 26, 2013 Posts on Hello Kitty and kawaii (Japanese style cute) on TLF were some of our first, Pink Globalization: Hello Kittys Trek Across the Pacific. **Pink Globalization: Hello Kittys Trek Across the Pacific PopMatters** Pink Globalization: Hello Kittys Trek across the Pacific. By Christine R. Yano. Duke University Press, Durham, N.C., 2013. xiv, 322 pages. \$89.95, cloth \$24.95 **Pink Globalization: Hello Kittys Trek across the Pacific: Christine R** **Pink Globalization: Hello Kittys Trek Across the Pacific - Kindle** Apr 25, 2013 Excerpted from Pink Globalization: Hello Kittys Trek across the Pacific by Christine R. Yano. From Chapter 3, Global Kitty: Here, There, Nearly