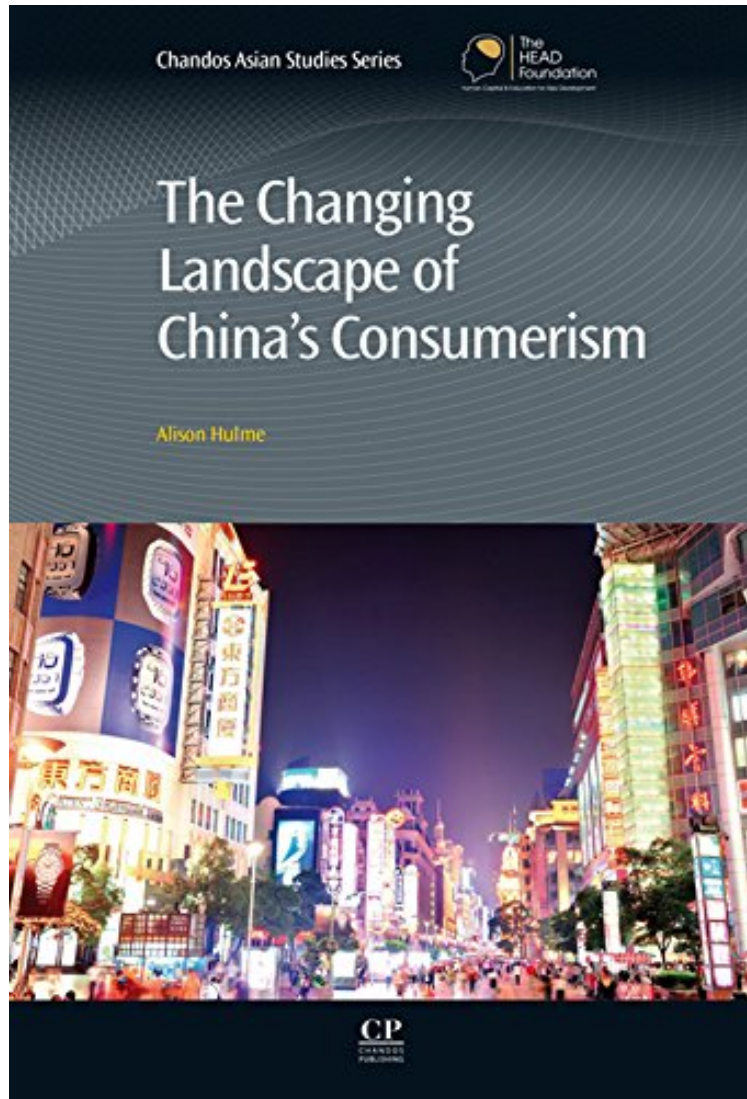


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## The Changing Landscape of China's Consumerism (Chandos Asian Studies Series)

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**From Chandos Publishing :** The Changing Landscape of China's Consumerism (Chandos Asian Studies Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Changing Landscape of China's Consumerism (Chandos Asian Studies Series):

Consumerism in China has developed rapidly. The Changing Landscape of China's Consumerism looks at the growth

of consumerism in China from both a socio-economic and a political/cultural angle. It examines changing trends in consumption in China as well as the impact of these trends on society, and the politics and culture surrounding them. It examines the ways in which, despite needing to "unlock" the spending power of the rural provinces, the Chinese authorities are also keen to maintain certain attitudes towards the Communist Party and socialism "with Chinese Characteristics." Overall, it aims to show that consumerism in China today is both an economic and political phenomenon and one which requires both surrounding political culture and economic trends for its continued establishment. The ways in which this dual relationship both supports and battles with itself are explored through apposite case studies including the use of New Confucianism in the market context, the commodification of Lei Feng, the new Chinese tourist as a diplomatic tool in consumption, the popularity of Shanzhai (fake product) culture, and the conspicuous consumption of China's new middle class. Provides innovative interdisciplinary research, useful to cultural studies, sociology, Chinese studies, and politics. Examines changes in consumerism from multiple perspectives. Allows both micro and macro insights into consumerism in China by providing specific case studies, while placing these within the context of geo-politics and grand theory.

"Consumerism...is better seen as an ideology or a set of values, and we will be better served by viewing Chinese consumerism dissected and diagnosed as such, in an ongoing ideological battleground that involves all members of society across the world. For that, this book is certainly a good starting point." --Pacific Affairs, *The Changing Landscape of China's Consumerism* "I recommend it to all those who are either interested in learning about contemporary consumer culture in China or committed to engaging in serious research." --Journal of Economics  
About the Author  
Alison Hulme teaches at Goldsmiths College, University of London, from where she gained her PhD in Cultural Studies in 2011 and her MA in Anthropology in 2006. She also has a BA in Media Studies from the University of Sussex. She has previously taught intensive courses in contemporary China at the University of Iceland and Beijing Foreign Studies University. Her work focuses on media culture with an emphasis on China (film, TV, state-produced poster campaigns, imagery of cities, etc.), the history of entrepreneurialism in China, and material culture. These strands are linked by a concern with theories of the commodity and consumption. Alison also takes on social research consultancies. Prior to entering academia, Alison was a radio and TV presenter for many years. In her spare time she jointly runs a film club and has a particular interest in 1930s Chinese leftist cinema and the French films of Jacques Tati.