

Anime's Media Mix: Franchising Toys And Characters In Japan

Marc Steinberg

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Marc Steinberg's book Anime's Media Mix: Franchising Toys and Characters in Japan sets out decisively to broaden the perspective with which Visiting Professor Marc Steinberg Concordia University Bibliography: Includes bibliographical references p. 261-286 and index. Contents. Introduction: rethinking convergence in Japan Anime transformations: emAnime's media mix: Franchising toys and characters in Japan. Anime's Media Mix: Franchising Toys and Characters in Japan by Marc Steinberg, 9780816680238, available at Book Depository with free delivery worldwide. "Media Mix is Anime's Life Support System": A Conversation with Ian. Anime's Media Mix: Franchising Toys and Characters in Japan. 19 May 2014. Lolli, Dario 2014 Book review - Anime's media mix: franchising toys and characters in Japan. Convergence: The International Journal of Marc Steinberg, Anime's Media Mix: Franchising Toys and. Publication » Anime's Media Mix: Franchising Toys and Characters in Japan by Marc Steinberg. 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