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# PINK GLOBALIZATION: HELLO KITTY'S TREK ACROSS THE PACIFIC



Duke University Press. Paperback. Book Condition: new. BRAND NEW, Pink Globalization: Hello Kitty's Trek Across the Pacific, Christine Reiko Yano, In Pink Globalization, Christine 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 labelled cute (kawaii) from Japan to other parts of the industrial world. The concept of...

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- Authored by Christine Reiko Yano
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