

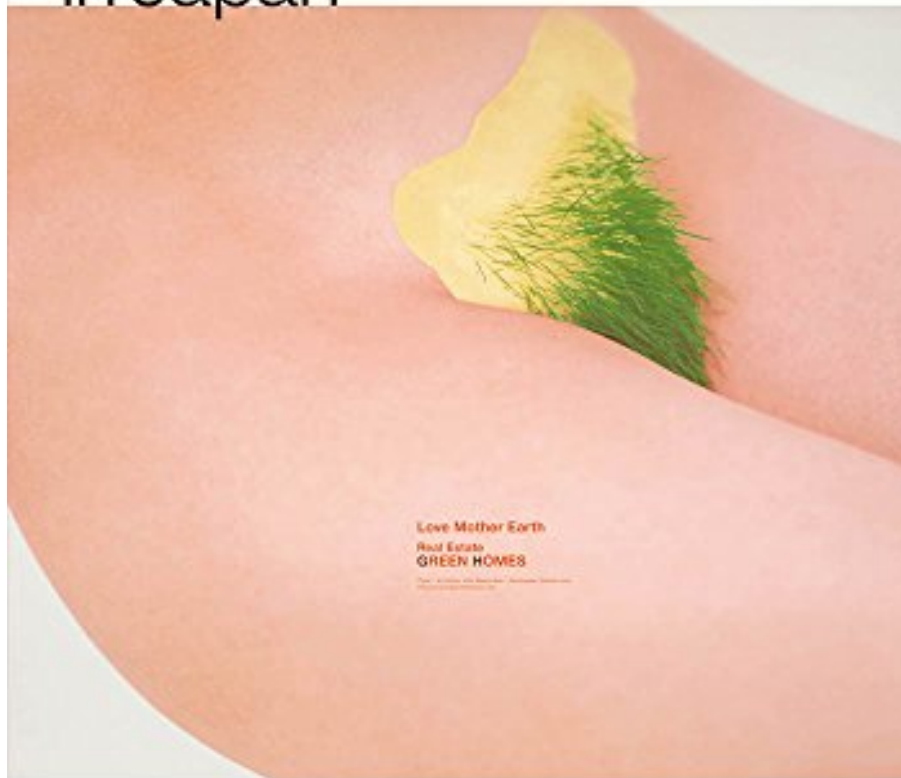
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Postmodern Advertising in Japan



Seduction, Visual Culture, and
the Tokyo Art Directors Club
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“Based on a rare and intimate acquaintance not only with its specific topic but also with Japanese culture as a whole . . . [this book] provides a unique contribution to several domains and an additional perspective on Japanese culture and its global impact.”—Rotem Kowner, professor of modern Japanese history and culture, University of Haifa

"*Postmodern Advertising in Japan* is recommended to researchers and students in Japanese visual culture and society as well as in advertising and communication at all levels. It is full of beautifully reproduced plates of interesting posters that are a pleasure to anyone. The writing style is solid and lucid, beautifully integrates different disciplinary languages, and can be enjoyed by diverse readers."—*Journal of Japanese Studies*

About the Author

ORY BARTAL is the department chair of the Department of History and Theory at the Bezalel Academy of Arts and Design in Jerusalem.

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