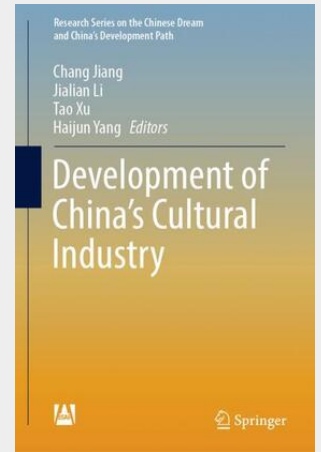


Jiang / Yang / Li

Development of China's Cultural Industry

The book offers a detailed introduction to contemporary Chinese culture industry development. It starts with an analysis of the historical aspects and the contextual background rooted in the Reform & Opening-up policy. The second part discusses the development from the perspective of reality and introduces the different production modes for the country's most influential culture industries, since these are a unique feature of culture industry development in China. Lastly, the book clearly shows the strengths and weaknesses of culture industry development in China by comparing it with that of other countries against the backdrop of globalization.



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