



# **Global Capital, Local Culture: Transnational Media Corporations in China (Popular Culture and Everyday Life)**

*Anthony Y.H. Fung*

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This book examines the way transnational media companies have entered the Chinese entertainment market. Based on the author's ethnographic work and over 100 interviews with senior executives in global media corporations, including Warner Bros. Pictures, Viacom's MTV Channel, and Nickelodeon and News Corporation's Channel V, the book analyzes the concrete globalization/localization strategies of these corporations and how they cope with the various political and economic constraints of working in China.

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