The rise of Japanese popular culture has been one of the undeniable global phenomena of the late twentieth and early twenty-first centuries. Japanese video games and television series claim devoted followings from Cambodia to Copenhagen; Godzilla and Pokémon are international icons; sushi is...

This ambitious work provides a comprehensive, empirically grounded study of the production, circulation, and reception of Japanese popular culture. It looks at a wide range of cultural and technological products, from across all media and era. This book is also about Japan itself — its similarities and differences, its impact and the ways in which it has been received. The book also explores the way that Japanese popular culture has been absorbed and adapted in other countries, with special attention to the United States and the United Kingdom. The book is based on interviews with hundreds of industry professionals, much fieldwork in Japan, and a decade of research and reading. It is an essential introduction to the production and circulation of Japanese popular culture.