

# JAPANAMERICA

How Japanese Pop Culture Has Invaded the U.S.  
Roland Kelts & Leo Lewis

[www.japanamericabook.com](http://www.japanamericabook.com)

*Japanamerica* addresses the American experience with the Japanese pop phenomenon, covering everything from Hayao Miyazaki's epics, the burgeoning world of hentai, or violent pornographic anime, and Puffy Amiymumi, whose exploits are broadcast daily on the Cartoon Network, to literary novelist Haruki Murakami and more. With expert insight regarding both nations, *Japanamerica* highlights the shared conflicts as American and Japanese pop cultures dramatically intersect.

## JAPANAMERICA Reading and Discussion

With Roland Kelts & Leo Lewis

SUNDAY, FEBRUARY 18, 6:30 P.M.

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<http://www.gooddaybooks.com/contents/Booknotes?language=english>

**\*\*NIJIKAI with the authors to follow at Footniks Pub next door.**

"Embrace the world of *otaku* in Roland Kelts's comprehensive study of how Japanese pop culture enchanted the West, from *Speed Racer* and *Pokémon* to cosplay and *hentai* manga."

—*Wired Magazine*

"*Japanamerica* is a fascinating ride."

—*Bookforum*

"*Japanamerica* is unique in that it encompasses both countries. [A]s a study of the global manga-anime-cosplay phenomenon, this book offers a unique insiders' view."

—*Kevin McGue, Metropolis (Tokyo)*

"Like a *Wired* magazine article on steroids, *Japanamerica* segues between street-cred observation and bullish corporate discourse. [This book] is a broad primer; if you're seeking investment opportunities, it's practically a prospectus."

—*The Village Voice*

"[T]he personal stories [and] acute observations make this work precious ... a personal record of enlightening research on both sides of the Pacific, told with loving detail and complemented by the opinions of 'insiders'."

—*Mariko Kato, The Japan Times*

"The book I have been waiting for. Roland Kelts, part American, part Japanese, brings real insight to the way this union of hearts and souls through entertainment will continue to grow and draw two very different worlds together."

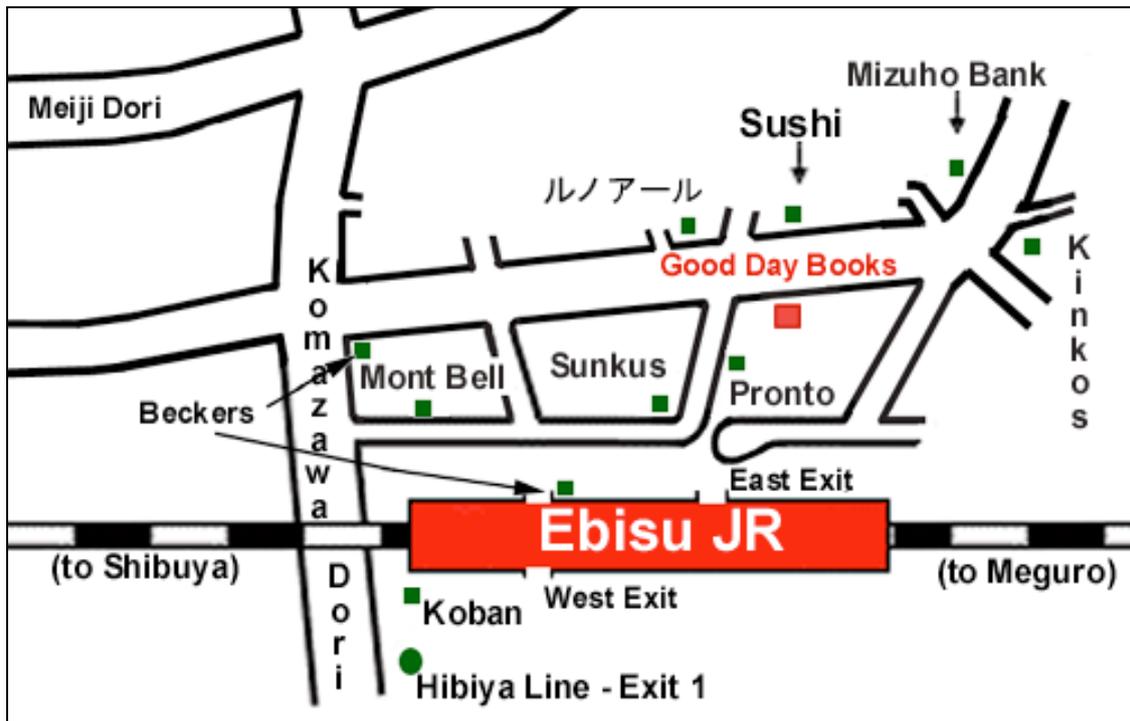
—*Pete Townshend, The Who*

**Roland Kelts** is a co-editor of the literary journal, *A Public Space*, and a Lecturer at The University of Tokyo. He has also lectured at New York University and Barnard College. His fiction and nonfiction have appeared in *Playboy*, *DoubleTake*, *Zoetrope*, *The Village Voice*, *Salon*, *Newsday*, *Vogue Japan* and *The Japan Times*, among others. Contributing writer **Leo Lewis** is an award-winning journalist and the Asia Business Correspondent for *The Times of London*.



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### Good Day Books

3F Asahi Building  
1-11-2 Ebisu  
Shibuya-ku  
Tokyo 150-0013  
Tel: 03-5421-0957  
Fax: 03-5421-0958

