



## Japanese Schoolgirl Confidential: How Teenage Girls Made a Nation Cool

By Brian Ashcraft, Shoko Ueda

Tuttle Publishing, United States, 2016. Paperback. Book Condition: New. 191 x 127 mm. Language: English . Brand New Book. The schoolgirl is the main driver of Japan's Gross National Cool, and Brian Ashcraft's book is the best source for those hoping to understand why. Chris Baker, WIRED Magazine Japanese Schoolgirl Confidential takes you beyond the realm of everyday girls to the world of the iconic Japanese schoolgirl craze that is sweeping the globe. For years, Japanese schoolgirls have appeared in hugely-popular anime and manga series such as Dragon Ball, Sailor Moon, The Melancholy of Haruhi Suzumiya, and Blood: The Last Vampire. These girls are literally showing up everywhere in movies, magazines, video games, advertising, and music. WIRED Magazine has kept an eye on the trends emerging from these stylish teens, following kick-ass schoolgirl characters in videogames like Street Fighter and assassin schoolgirls in movies like Quentin Tarantino's Kill Bill. By talking to Japanese women, including former and current J-Pop idols, well-known actresses, models, writers, and artists along with famous Japanese film directors, historians and marketers authors Brian Ashcraft and Shoko Ueda (who have both contributed to WIRED's Japanese Schoolgirl Watch columns) reveal the true story behind Japan's schoolgirl obsessions. You'll learn...

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