



Cultural Adaptation

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Cultural borrowing is exploding across the world. Creative ideas are transferred and modified in ever increasing number and complexity making new products ranging from TV shows to architectural style in new cities. But what do we really know about the spread of creative ideas? This intriguing, engrossing, and comprehensive collection looks at the cultural and commercial dimensions of creative borrowing world wide with an international cast of contributors and case studies from India to Ireland, Canada to China.

Cultural Adaptation explores how creative ideas are packaged and nationalised to meet local taste, maps the cultural economy of adaptation in entertainment media ranging from motion pictures to mobile phones, and even probes the role of cultural recipes and formats in mutating participatory experiences of theme parks and sporting spectacles. Written in a lively and accessible manner, the book also provides insight into remaking in lifestyle and consumption cultures including fashion, food, drink, and gambling. Essential for communication, cultural, media, leisure and consumption studies scholars and students alike, this book opens up important new perspectives on how we understand global creativity.

This book was published as a special issue of *Continuum: Journal of Media and Cultural Studies*.

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Amy Rodriguez:

A lot of people always spent their own free time to vacation as well as go to the outside with them household or their friend. Are you aware? Many a lot of people spent many people free time just watching TV, or perhaps playing video games all day long. If you want to try to find a new activity this is look different you can read a book. It is really fun for you. If you enjoy the book that you simply read you can spent all day long to reading a book. The book Cultural Adaptation it is rather good to read. There are a lot of individuals who recommended this book. These were enjoying reading this book. If you did not have enough space to bring this book you can buy often the e-book. You can m0ore very easily to read this book from your smart phone. The price is not to fund but this book has high quality.

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