

# **Bridge 21Consumer Culture in East Asia (Hong Kong, Mainland China, Taiwan, Korea, and Japan) Book Series**

## **The Aims and Scope of the Book Series:**

This book series provides a platform for scholars who specialize in the study of consumer culture in East Asia (Hong Kong, Mainland China, Taiwan, Korea, and Japan). Although industrialization and capitalism emerged in Western Europe in the 18 Century, the recent rapid economic development in East Asia has outperformed its Western counterparts, which further forge a consumer society in East Asia. This book series therefore explore how the rapid economic development in postwar East Asia helped developing consumer cultures in the region; how consumer cultures bring about the changes in East Asian societies; and how such social changes in turn have impact on the consumer culture of the region.

## **Editorial Team**

Gregory, Kaplan (Managing Editor), Bridge 21

Heung Wah WONG (Executive Editor), The University of Hong Kong

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## **Details of Book Proposal Submission**

If you are interested in publishing through this book series, please send your book proposal to heung-wah Wong ([hwwongc@hku.hk](mailto:hwwongc@hku.hk)) and Miss Karin Chau ([karinhku@gmail.com](mailto:karinhku@gmail.com)), assistant to executive editor. The book proposal should include a summary of the book, the summary of each chapter, estimate of total pages of the book, the potential readers, and the possible delivery date.

After we receive your book proposal, we will submit it to the Editorial Board for consideration. If the book proposal is endorsed by the Board, the book proposal will be sent to Bridge 21. The final manuscript has to go through peer review (the reviewers usually include a member of editorial board and two external reviewers) and finally approved by the two executive editors.

If you have any question about submission of your book proposal or manuscript, please contact heung-wah Wong ([hwwongc@hku.hk](mailto:hwwongc@hku.hk)) or Miss Karin Chau ([karinhku@gmail.com](mailto:karinhku@gmail.com)).