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Pikachu/s Global Adventure: The Rise and Fall of Pokémon. Edited by Joseph Tobin. Durham, N.C.: Duke University Press, 2004. xiii, 299 p. \$74.95 (cloth); \$21.95 (paper). - Volume 65 Issue 1 - Ian Condry

Pikachu's Global Adventure - Meet your next favorite book

Pikachu's Global Adventure: The Rise and Fall of Pokémon is a book that was released by the Duke University press in 2004. The book is a documentary that focuses on how Pokémon became a worldwide hit among children and teens from its beginning in Japan in 1996, all through what was claimed to be its decline during the start of Generation III in 2003.

Duke University Press - Pikachu's Global Adventure

Pikachu's Global Adventure: The Rise and Fall of Pokémon - Kindle edition by Tobin, Joseph, Buckingham, David, Sefton-Green, Julian, Allison, Anne, Iwabuchi, Koichi. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking, highlighting while reading Pikachu's Global Adventure: The Rise and Fall of Pokémon.

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Pikachu's Global Adventure: The Rise and Fall of Pokémon. Edited by Joseph Tobin. Joseph Tobin Joseph Tobin is the Nadine Mathis Basham Professor of Early Childhood Education at Arizona State University. He is the author ...

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Pikachu's Global Adventure

Pokémon eventually became the top grossing children's product of all time. Yet the phenomenon fizzled as quickly as it had ignited. By 2000, the Pokémon craze was mostly over. Pikachu's Global Adventure describes the spectacular, complex, and unpredictable rise and fall of Pokémon in countries around the world.

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The Rise and Fall of Pokemon - MangaUK

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Pikachu/s Global Adventure: The Rise and Fall of Pokémon ...

Pikachu's Global Adventure: The Rise and Fall of Pokémon. Edited by JOSEPH TOBIN. ... The book documents the rise and fall of the global Pokémon craze—a boom encompassing video games, comics, a television series, films, trading cards, and other licensed merchandise—from about 2001.

Pikachu's Global Adventure: The Rise and Fall of Pokémon

Pikachu's Global Adventure offers a collection of essays on the 'rise and fall of Pokémon', including studies of its origins, the campaigns to promote it, and the efforts made in localising it for foreign markets. The book is impressive, at least in part, because it represents a true convergence of disciplines.

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