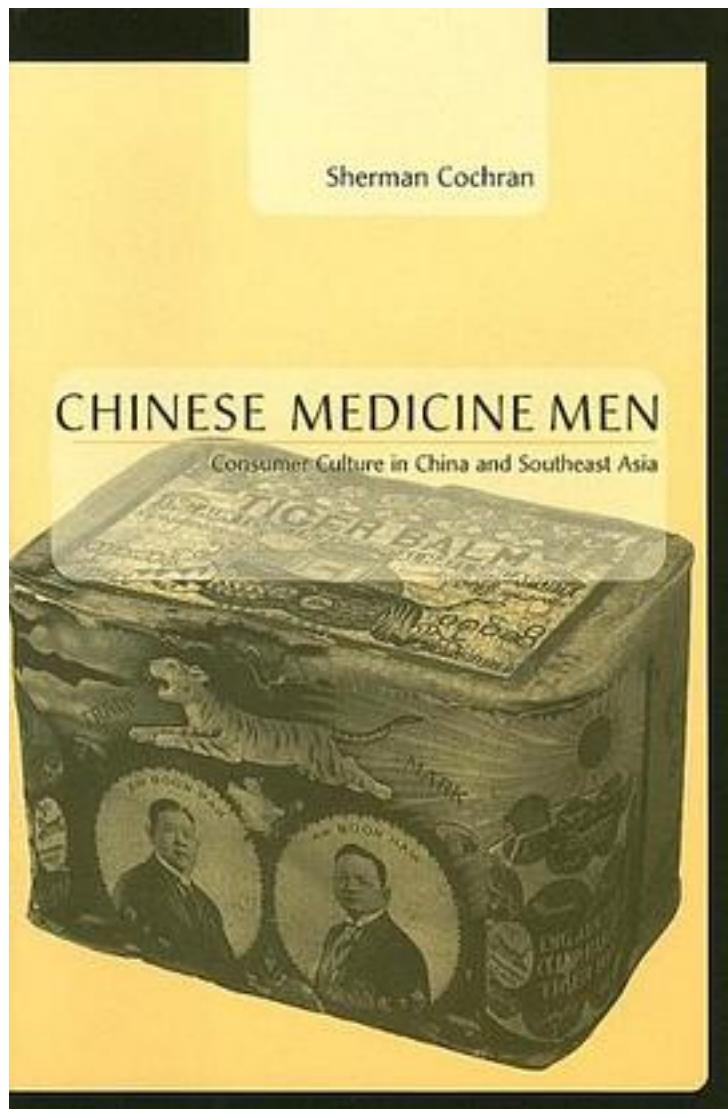


Chinese Medicine Men



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著者:Sherman Cochran

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In this book, Sherman Cochran reconsiders the nature and role of consumer culture in the spread of cultural globalization. He moves beyond traditional debates over Western influence on non-Western cultures to examine the points where Chinese entrepreneurs and Chinese-owned businesses interacted with consumers. Focusing on the marketing of medicine, he shows how Chinese constructed consumer culture in China and Southeast Asia and extended it to local, national, and transnational levels. Through the use of advertisements, photographs, and maps, he illustrates the visual forms that Chinese enterprises adopted and the far-flung markets they reached.

Cochran brings to light enduring features of the Chinese experience with consumer culture. Surveying the period between the 1880s and the 1950s, he observes that Chinese businesses surpassed their Western counterparts in capturing Chinese and Southeast Asian sales of medicine in both peacetime and wartime. He provides revealing examples of Chinese entrepreneurs' dealings with Chinese and Japanese political and military leaders, particularly during the Sino-Japanese War of 1937-45. The history of Chinese medicine men in pre-socialist China, he suggests, has relevance for the twenty-first century because they achieved goals--constructing a consumer culture, competing with Western-based corporations, forming business-government alliances, capturing national and transnational markets--that their successors in contemporary China are currently seeking to attain.

作者介绍:

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标签

海外中国研究

经济史

Medicine

高家龙

医疗史

消费文化

中国药商

近代史

评论

this book truly does not deserve the joseph levenson prize. with scarce documentation and statistical data, it fails to substantiate its main argument, i.e, to find a middle ground between the “diffusionist” and the “representationist” approaches of the Chinese consumer culture.

Tiger Balm的推广应该更有得挖才是。

其实不大懂“消费文化”这个概念带给这本书什么不一样的视野，或许不用套这个概念这本书也读的通

蒙Robert Hegel赠此书，在Modern East Asian History课上使用

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书评

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