



Anime: A History

Jonathan Clements

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Japanese animation is at the nexus of an international multimedia industry worth over \$6.5 billion a year, linked to everything from manga to computer games, Pokémon and plushies. In this comprehensive guide, Jonathan Clements chronicles the production and reception history of the entire medium, from a handful of hobbyists in the 1910s to the Oscar-winning *Spirited Away* and beyond.

Exploring the cultural and technological developments of the past century, Clements addresses issues of historiography within Japanese academic discourse and covers previously neglected topics such as wartime instructional animation and work-for-hire for American clients. Founded on the testimonies of industry professionals, and drawing on a myriad of Japanese-language documents, memoirs and books, *Anime: A History* illuminates the anime business from the inside – investigating its innovators, its unsung heroes and its controversies.



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