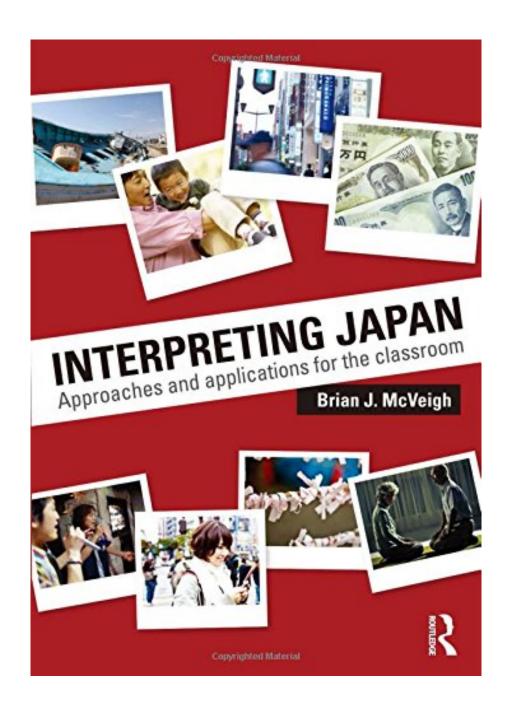


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'Leading revisionist scholar Brian McVeigh has written a highly original book, synthesising his critical readings of Japanese society into an easily accessible format. This provocative text will stimulate class discussions, and enable students to gain a ready understanding of the key debates in Japanese studies. I recommend it very highly'. – Duncan McCargo, Professor of Political Science, University of Leeds, UK

'Brian McVeigh's book provides the new paradigm of Japanese Studies. All readers that are interested in Japan, shackled by several stereotypical views to Japan, involved in teaching, etc. will be thrilled with his brilliant insight towards various important issues about Japan.' – Akiko Sugawa-Shimada, Associate Professor, Yokohama National University, Japan

In this crisp introduction to Japan, students are provided with concepts that will help them make sense of a fascinating and complex society. By including in his scope imperial weddings, student uniforms, patterned etiquette, new religions, and manga icons, McVeigh introduces general readers to the breathtaking richness and diversity of contemporary cultural life.' – Laura Miller, Eiichi Shibusawa-Seigo Arai Endowed Professor of Japanese Studies and Professor of Anthropology, University of Missouri-St. Louis, USA

'Brian McVeigh distills twenty-five years of research, providing a thorough and fresh approach to viewing Japan through multiple lenses and locations. As much an introduction to classic social-scientific methods as a refreshing case study of Japanese culture and society, this useful book also includes numerous suggestions for further study.' – Debra J Occhi, Professor of Anthropology, Miyazaki International College, Japan

#### About the Author

Brian J. McVeigh is presently training in counseling at the School of Health Sciences, Sage Graduate School and teaches at the School of Government and Public Policy, University of Arizona. The author of seven books, he is currently investigating the history of Japanese psychology.

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