



**Japanese Consumer Creativity: User Innovations,
Role Playing and Consumer Communities
(Routledge Culture, Society, Business in East Asia
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This book explores how the process of adapting global products for local markets, a process in which consumers are increasingly involved, has become a rich source of product innovation. It examines a range of concepts, including product domestication and localisation, collaborative branding, product hybridisation, portrayals and perceptions of images of beauty, and the contrast between imagined and actual consumers. The book thereby provides rich insights on the interaction between business producers and individuals' differing cultures of consumption in evolving globalised and localised marketplaces.

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