

# Contents

<b>ix</b>	Illustrations
<b>xiii</b>	Acknowledgments
<b>1</b>	Introduction
<b>17</b>	Chapter 1. “Under the Wave off Kanagawa”
<b>54</b>	Chapter 2. International Nationalism
<b>97</b>	Chapter 3. America’s Japan
<b>137</b>	Chapter 4. Lifestyle Branding
<b>169</b>	Chapter 5. Placemaking
<b>199</b>	Epilogue: After the Tsunami
<b>209</b>	Notes
<b>237</b>	Bibliography
<b>249</b>	Index