

## **Routledge Culture, Society, Business in East Asia**

### **Call for Manuscripts**

#### **The Aims and Scope of the Book Series:**

How and what are we to examine if we wish to understand the commonalities across East Asia without falling into the powerful fictions or homogeneities that dress its many constituencies? By the same measure, can East Asian homogeneities make sense in any way outside the biases of East-West dichotomy?

For anthropologists familiar with the societies of East Asia, there is a rich diversity of work that can potentially be applied to address these questions within a comparative tradition grounded in the region as opposed the singularizing outward encounter. This requires us to broaden our scope of investigation to include all aspects of intra-regional life, trade, ideology, culture, and governance, while at the same time dedicating ourselves to a complete and holistic understanding of the exchange of identities that describe each community under investigation. An original and wide ranging analysis will be the result, one that draws on the methods and theory of anthropology as it deepens our understanding of the interconnections, dependencies, and discordances within and among East Asia.

The book series includes three broad strands within and between which to critically examine the various insides and outsides of the region. The first is about the globalization of Japanese popular culture in East Asia, especially in greater China. The second strand presents comparative studies of major social institutions in Japan and China, such as family, community and other major concepts in Japanese and Chinese societies. The final strand puts forward cross-cultural studies of business in East Asia.

Of course we will also consider any other high quality book proposals related to East Asian culture, society and business.

#### **Editorial Board**

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### **Details of Book Proposal Submission**

If you are interested in publishing through this book series, please send your book proposal to heung-wah Wong ([hwwongc@hku.hk](mailto:hwwongc@hku.hk)) and Miss Karin Chau ([karinhku@gmail.com](mailto:karinhku@gmail.com)), assistant to executive editor. The book proposal should include a summary of the book, the summary of each chapter, estimate of total pages of the book, the potential readers, and the possible delivery date.

After we receive your book proposal, we will submit it to the Editorial Board for consideration. If the book proposal is endorsed by the Board, the book proposal will be sent to Routledge. The final manuscript has to go through peer review (the reviewers usually include a member of editorial board and two external reviewers) and finally approved by the Executive Editor.

If you have any question about submission of your book proposal or manuscript, please contact heung-wah Wong ([hwwongc@hku.hk](mailto:hwwongc@hku.hk)) or Miss Karin Chau ([karinhku@gmail.com](mailto:karinhku@gmail.com)).