



**The Business of Culture: Cultural Entrepreneurs
in China and Southeast Asia, 1900-65
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The Business of Culture examines the rise of Chinese "cultural entrepreneurs," businesspeople who risked financial well-being and reputation by investing in multiple cultural enterprises in the late nineteenth and twentieth centuries. Rich in biographical detail, the interlinked case studies featured in this volume introduce three distinct archetypes: the cultural personality, the tycoon, and the collective enterprise. These portraits reveal how rapidly evolving technologies and growing transregional ties created fertile conditions for business success in the cultural sphere. They also highlight strategies used by cultural entrepreneurs around the world today.

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