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Hello Kitty: The Remarkable Story of Sanrio and the Billion Dollar Feline Phenomenon

Ken Belson, Brian Bremner

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Ken Belson (Tokyo, Japan) covers Japanese business, economics, and government policy for the New York Times. His work has also appeared in BusinessWeek, Fortune, Bloomberg News, the International Herald Tribune, and Barron's, among others. Brian Bremner (Tokyo, Japan) currently serves as Asia Economics Editor for BusinessWeek and writes a weekly column called "Eye on Japan" for BusinessWeek Online.

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