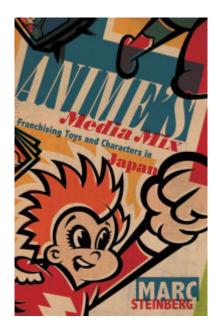
## Anime's Media Mix: Franchising Toys and Characters in Japan

## by Marc Steinberg



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