

Cécile Armand

Between Public and Market

Cécile Armand

Between Public and Market



A Spatial History of Advertising in Modern Shanghai
(1905–1949)

DE GRUYTER
OLDENBOURG

The French original was first published with Presses universitaires de Provence (PUP) at Aix-Marseille university in 2024.

ISBN 978-3-11-914778-1

e-ISBN (PDF) 978-3-11-220609-6

e-ISBN (EPUB) 978-3-11-220637-9

Library of Congress Control Number: 2025934371

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available on the internet at <http://dnb.dnb.de>.

© 2025 Walter de Gruyter GmbH, Berlin/Boston, Genthiner Straße 13, 10785 Berlin

Cover image: Christian Henriot, Virtual Shanghai Platform, ID 34571

Typesetting: Integra Software Services Pvt. Ltd.

Printing and binding: CPI books GmbH, Leck

www.degruyter.com

Questions about General Product Safety Regulation:

productsafety@degruyterbrill.com