

Self-Help Entrepreneurs in China

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Abstract

Self-help today is a global phenomenon. While the previous chapter mentioned examples of self-help in the Americas, Western Europe and South Asia, we now focus on the rise of self-help in the People's Republic of China. Self-help enjoys considerable popularity in East and Southeast Asia; reports indicate that self-help books have a broad readership in countries such as South Korea (Choon, 2008), Japan (Helwig, 2015; Tan, 2014) and Vietnam (Viet Nam News, 2011). In the post-socialist People's Republic of China of the late 20th and early 21st century, self-help and self-help entrepreneurs have likewise experienced a remarkable prominence, enjoying a considerable presence in mass media and public life. Though the exact size of the market for self-help is unknown, 'supplementary educational books', of which self-help forms the bulk, accounted in 2010 for **34 per cent of the total annual revenue of the market for print books in China, equalling 18.2 billion RMB or approximately 1.9 billion pounds (Open Books, 2011).**