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**Title:** The God Market: How Globalization is Making India More Hindu

**Authors:** Nanda, Meera (/jspui/browse?type=author&value=Nanda%2C+Meera)

**Keywords:** Religion

**Issue Date:** 2011

**Publisher:** Random House Publishers Indian PVT Ltd

**Citation:** Monthly Review Press. New York.

**Abstract:** Conventional wisdom says that integration into the global marketplace tends to weaken the power of traditional faith in developing countries. But, as Meera Nanda argues in this path-breaking book, this is hardly the case in today's India. Against expectations of growing secularism, India has instead seen a remarkable intertwining of Hinduism and neoliberal ideology, spurred on by a growing capitalist class. It is this "State-Temple-Corporate Complex," she claims, that now wields decisive political and economic power, and provides ideological cover for the dismantling of the Nehru-era state-dominated economy. According to this new logic, India's rapid economic growth is attributable to a special "Hindu mind," and it is what separates the nation's Hindu population from Muslims and others deemed to be "anti-modern." As a result, Hindu institutions are replacing public ones, and the Hindu "revival" itself has become big business, a major source of capital accumulation. Nanda explores the roots of this development and its possible future, as well as the struggle for secularism and socialism in the world's second-most populous country.

**URI:** [http://books.google.co.in/books?id=A3M6zct0L50C&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](http://books.google.co.in/books?id=A3M6zct0L50C&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false) ([http://books.google.co.in/books?id=A3M6zct0L50C&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](http://books.google.co.in/books?id=A3M6zct0L50C&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false))

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