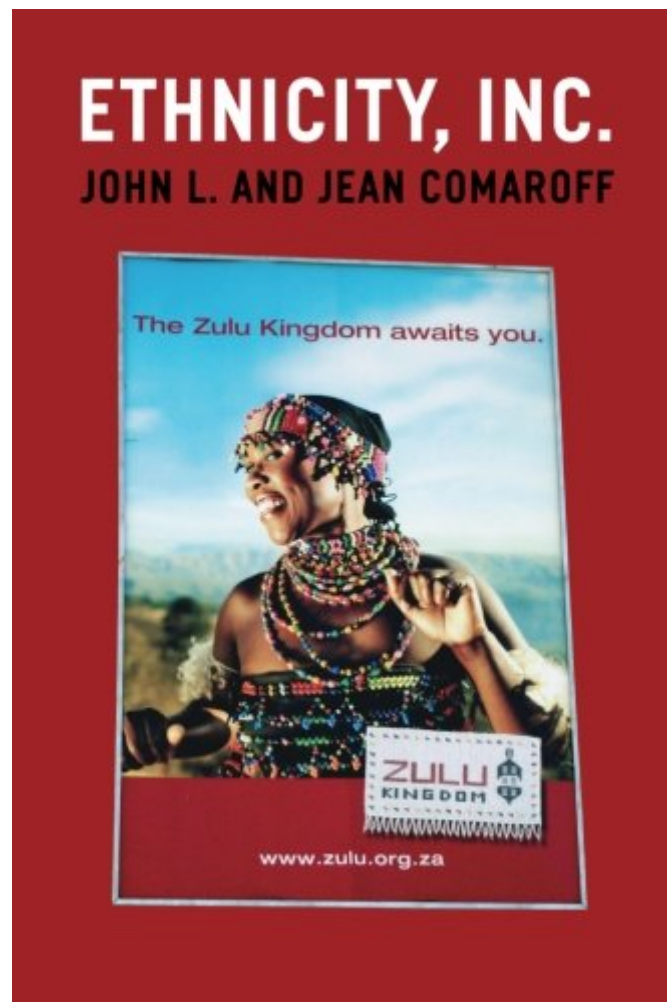


Ethnicity, Inc. (Chicago Studies in Practices of Meaning) PDF



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Ethnicity, Inc. (Chicago Studies in Practices of Meaning) by John L. Comaroff, Jean Comaroff
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In *Ethnicity, Inc.* anthropologists John L. and Jean Comaroff analyze a new moment in the history of human identity: its rampant commodification. Through a wide-ranging exploration of the changing relationship between culture and the market, they address a pressing question: Wherein lies the future of ethnicity?

Their account begins in South Africa, with the incorporation of an ethno-business in venture capital by a group of traditional African chiefs. But their horizons are global: Native American casinos; Scotland's efforts to brand itself; a Zulu ethno-theme park named Shakaland; a world religion

declared to be intellectual property; a chieftdom made into a global business by means of its platinum holdings; San “Bushmen” with patent rights potentially worth millions of dollars; nations acting as commercial enterprises; and the rapid growth of marketing firms that target specific ethnic populations are just some of the diverse examples that fall under the Comaroffs’ incisive scrutiny. These phenomena range from the disturbing through the intriguing to the absurd. Through them, the Comaroffs trace the contradictory effects of neoliberalism as it transforms identities and social being across the globe.

Ethnicity, Inc. is a penetrating account of the ways in which ethnic populations are remaking themselves in the image of the corporation—while corporations coopt ethnic practices to open up new markets and regimes of consumption. Intellectually rigorous but leavened with wit, this is a powerful, highly original portrayal of a new world being born in a tectonic collision of culture, capitalism, and identity.

Ethnicity, Inc. (Chicago Studies in Practices of Meaning) Review

This Ethnicity, Inc. (Chicago Studies in Practices of Meaning) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Ethnicity, Inc. (Chicago Studies in Practices of Meaning) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Ethnicity, Inc. (Chicago Studies in Practices of Meaning) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Ethnicity, Inc. (Chicago Studies in Practices of Meaning) having great arrangement in word and layout, so you will not really feel uninterested in reading.