Suitably Modern - Mark Liechty 2020-11-10 Suitably Modern traces the growth of a new middle class in Kathmandu as urban Nepalis harness the modern cultural resources of mass media and consumer goods to build modern identities and pioneer a new sociocultural space in one of the world’s “least developed countries.” Since Nepal’s “opening” in the 1950s, a new urban population of bureaucrats, service personnel, small business owners, and others have worked to make a space between Kathmandu’s old (and still privileged) elites and its large (and growing) urban poor. Mark Liechty looks at the cultural practices of this new middle class, examining such phenomena as cinema and video viewing, popular music, film magazines, local fashion systems, and advertising. He explores three interactive and mutually constitutive ethnographic terrains: a burgeoning local consumer culture, a growing mass-mediated popular imagination, and a recently emerging youth culture. He shows how an array of local cultural narratives—stories of honor, value, prestige, and piety—flow in and around global narratives of “progress,” modernity, and consumer fulfillment. Urban Nepalis simultaneously adopt and critique these narrative strands, braiding them into local middle-class cultural life. Building on both Marxian and Weberian understandings of class, this study moves beyond them to describe the lived experience of “middle classness”—how class is actually produced and reproduced in everyday practice. It considers how people speak and act themselves into cultural existence, carving out real and conceptual spaces in which to produce class culture.

Being Middle-class in India - Henrique Donner 2012-06-25 Hailed as the beneficiary, driving force and result of globalization, India’s middle-class is puzzling in its diversity, as a multitude of traditions, social formations and political constellations manifest contribute to this project. This book looks at Indian middle-class lifestyles through a number of case studies, ranging from a historical account detailing the making of a savvy middle-class consumer in the late colonial period, to saving clubs among women in Delhi’s upmarket colonies and the dilemmas of entrepreneurial families in Tamil Nadu’s industrial towns. The book pays tribute to the diversity of regional, caste, rural and urban origins that shape middle-class lifestyles in contemporary India and highlights common themes, such as the quest for upward mobility, common consumption practices, the importance of family values, gender relations and educational trajectories. It unpacks the notion that the Indian middle-class can be understood in terms of public performances, surveys and economic markers, and emphasises how the study of middle-class culture needs to be based on detailed studies, as everyday practices and private lives create the distinctive subcultures and cultural politics that characterise the Indian middle class today. With its focus on private domains middleclassness appears as a carefully orchestrated and complex way of life and presents a fascinating way to understand South Asian cultures and communities through the prism of social class.

The Rise of Africa’s Middle Class - Henning Melber 2016-12-15 Across Africa, a burgeoning middle class has become the poster child for the ‘Africa rising’ narrative. Ambitious, aspirational and increasingly affluent, this group is said to embody the values and hopes of the new Africa, with international bodies ranging from the United Nations Development Programme to the World Bank regarding them as important agents of both economic development and democratic change. This narrative, however, obscures the complex and often ambiguous role that this group actually plays in African societies. Bringing together economists, political scientists, anthropologists and development experts, and spanning a variety of case studies from across the continent, this collection provides a much-needed corrective to the received wisdom within development circles, and provides a fresh perspective on social transformations in contemporary Africa.

Culinary Culture in Colonial India - Utsa Ray 2015-01-05 This book utilizes cuisine to understand the construction of the colonial middle class in Bengal who indigenized new culinary experiences as a result of colonial modernity. This process of indigenization developed certain social practices, including imagination of the act of cooking as a classic feminine act and the domestic kitchen as a sacred space. The process of indigenization was an aesthetic choice that was imbricated in the upper caste and patriarchal agenda of the middle-class social reform. However, in these acts of imagination, there were important elements of continuity from the pre-colonial times. The book establishes the fact that Bengali cuisine cannot be labeled as indigenist although it never became widely commercialized. The point was to cosmopolitainize the domestic and yet keep its tag of ‘Bengaliness’. The resultant cuisine was hybrid, in many senses like its makers.

Studies in Nepali History and Society - 2006

The Making of the Middle Class - A. Ricardo López 2012-01-18 The contributors question the current academic understanding of what is known as the global middle class. They see middle-class formation as transnational and they examine this group through the lenses of economics, gender, race, and religion from the mid-nineteenth century to today.

Tamil Brahmins - C. J. Fuller 2014-10-03 The Tamil Brahmins were a traditional, mainly rural, high-caste elite who have been transformed into a modern, urban, middle-class community since the late nineteenth century. Many Tamil Brahmins today are in professional and managerial occupations, such as engineering and information technology; most of them live in Chennai and other Tamilnadu towns, but others have migrated to the rest of India and overseas. This book, which is mainly based on the authors ethnographic research, describes and analyzes this transformation. It is also a study of how and why the Tamil Brahmins privileged status within a hierarchical society has been perpetuated in the face of both a strong anti-Brahman movement in Tamilnadu, and a series of wider social, cultural, economic, political, and ideological changes that might have been expected to undermine society has been perpetuated in the face of both a strong anti-Brahman movement in Tamilnadu, and a series of wider social, cultural, economic, political, and ideological changes that might have been expected to undermine their position completely. The major topics discussed include Brahman rural society, urban migration and urban ways of life, education and employment, the position of women, and religion and culture. The Tamil Brahmins class position, including the internal division into the upper- and lower-middle classes, and the process of class reproduction, are examined closely to analyze the congruence between Tamil Brahmanhood and middle classness, which as comparison with other Brahman and non-Brahman groups shows is highly unusual in contemporary India. 

The Middle Class in Emerging Societies-Leslie L. Marsh 2015-10-23 This volume examines the discursive construction of the meanings and lifestyle practices of the middle class in the rapidly transforming economies of Asia, Latin America, Africa and the Middle East, focusing on the social, political and cultural implications at local and global levels. While drawing a comparative analysis of what it means to be middle class in these different locations, the essays offer a connective understanding of the middle class phenomenon in emerging market economies and lay the groundwork for future research on emerging, transitional societies. The book addresses three key dimensions: the discursive creation of the middle class, the construction of the cultural identity through consumption practices and lifestyle choices, and the social, political and cultural consequences related to globalization and neoliberalism.

We Have Never Been Middle Class-Hadas Weiss 2019 Taking apart the ideology of the “middle class” and its implications for our understanding of the new social groups emerging in the global South, she shows how economic growth is not a panacea to all of society’s ills. With its fresh insights and perspectives, the book will provide new ways of understanding the role of inequality in economic growth.

The Middle Class in World Society-Christian Suter 2020-05-21 This volume explores how the concept of the middle class is used and interpreted in different regions and zones of world society. It also explores middle class lifestyles and everyday experiences, including experiences of social mobility, feelings of insecurity and anxiety, and even middle class engagement with social activism. Drawing on extensive fieldwork and in-depth interviews, the book provides a sophisticated analysis of this new and rapidly expanding socioeconomic group and puts forth some provocative ideas for intellectual and policy debates. It will be of importance to students and researchers of sociology, economics, development studies, political studies, Latin American studies, and Asian Studies.

Patterns of Middle Class Consumption in India and China-Christophe Jaffrelot 2008-03-11 Patterns of Middle Class Consumption in India and China explores the complex history and sociology of the middle class from a comparative perspective. It has papers written by sociologists, anthropologists and political scientists rather than economists, so the emphasis is on cultural shifts rather than economic statistics. The major contribution of this volume is that these two emerging powers of Asia are not as, is usual, compared to the West, but with each other. Considering that these two societies have so much in common in scale, civilization history and as emerging economies, the book is timely. The focus of the book is on the social and political implications of the new consumerism and the middle classes of India and China in terms of social growth, liberalization of markets and globalization. Reflecting upon and critically engaging with the traditional sociological notions on which definitions of the middle class have been hased, the book analyzes the intermingling of these notions with new attitudes in the wake of the consumer revolution. More specifically, an entire gamut of aspects of the consumer culture have been explored-tourism, leisure activities and the entertainment industry (art, Karaoke and soap operas)—as well as the consumption of experiences through these. It is argued that these phenomena have particular Indian and Chinese incarnations, which need to be analyzed in a manner that does not privilege a limited western experience of globalization. With its fresh insights and perspectives, the book will appeal to students of anthropology, sociology, political science, media studies and cultural studies. It will also be useful for market research professionals.

The Middle Class in Neoliberal China-Hai Ren 2013-02-11 Since the late 1970s, China’s move towards neoliberalism has made it not only one of the world’s fastest growing economies, but also one of the most polarised states. This economic, social and political transformation has led to the emergence of a new Chinese middle class, and understanding the development and the role of this new social group is crucial to understanding contemporary Chinese society. Investigating the new politics of the middle class in China, this book addresses three major questions. First, how does the Chinese state deal with problems of national sovereignty and political representation to create the middle class both as a legitimate category of the people and as an ideal norm of citizenship? Second, how does the recognition of the middle class norm take place in the practice of everyday life? Finally, what kind of risks does the politics of the middle class generate not only for middle class subjects but also for the disenfranchised? In answering these questions, this book examines a set of practices, bodies of knowledge, measures, and institutions that aim to manage, govern, control, and orient the behaviours, gestures, and thoughts of Chinese citizens. This investigation contributes not only to the understanding of the Chinese middle class society but also to the scholarly debate over the relationship between governmental apparatuses, subjectification, and life-building. Drawing on ethnographic information, historical archives, and the media, this book will be of great interest to students and scholars working in the fields of Chinese studies, Chinese politics, ethnic studies and urban studies, as well as those interested in culture, society, class and welfare.

Contested Capital: Rural Middle Classes in India-Maryam Aslany 2020-06-30 It explores the formation of India’s rural middle class, which rests on a complex, and often contradictory, set of processes that began unfolding with growing industrialisation in rural areas. It examines its composition, characteristics and social identification from the perspectives of three major class theorists: Marx, Weber and Bourdieu.

Upper Middle Class Social Reproduction-Maria Luisa Méndez 2018-06-01 In the contemporary context of increasing inequality and various forms of segregation, this volume analyzes the transition to neoliberal politics in Santiago de Chile. Using an innovative methodological approach that combines georeferenced data and multi-stage cluster analysis, Méndez and Gayo study the old and new mechanisms of social reproduction among the upper middle class. In so doing, they not only capture the interconnections between macro- and microsocial dimensions such as urban dynamics, schooling demands, cultural repertoires and socio-spatial trajectories, but also offer a detailed account of elite formation, intergenerational accumulation, and economic, cultural, and social inheritance dynamics.

Middle Classes in Africa-Lena Kroeker 2018-02-19 This volume challenges the concept of the ‘new African middle class’ with new theoretical and empirical insights into the changing lives in Sub-Saharan Africa. Diverse middle classes are on the rise, but models of class based on experiences from other regions of the world cannot be easily transferred to the African continent. Empirical contributions, drawn from a diverse range of contexts, address both African histories of class formation and the political roles of the continent’s middle classes, and also examine the important interdependencies that cut across inter-generational, urban-rural and class divides. This thought-provoking book argues emphatically for a revision of common notions of the ‘middle class’, and for the inclusion of insights ‘from the South’ into the global debate on class. Middle Classes in Africa will be of interest to students and scholars across a range of disciplines, as well as NGOs and policy makers with an interest in African societies.

Globalisation and the Middle Classes in India-Ruchira Ganguly-Scrase 2009 This book discusses and analyses both the economic and cultural sides to globalisation in India, providing much-needed data in relation to several dimensions including the changing costs of living; household expenditure, debt and consumerism; employment and workplace restructuring gender relations and girls’ education; global media and satellite television; and the significance of English in a globalising India.

India Today-Arindenth P. Kaminsky 2011 With more than a billion citizens - almost 18 per cent of the world’s population - India is a reflection of over 5,000 years of interaction and exchange across a wide spectrum of cultures and civilizations. “India Today: An Encyclopedia of Life in the Republic,” describes the growth and development of the nation since it achieved independence from the British Raj in 1947. The two-volume work presents an analytical review of India’s transition from fledgling state to the world’s largest democracy and potential economic superpower. Providing current data and perspective backed by historical context as appropriate, the encyclopedia brings together the latest scholarship on India’s diverse cultures, societies,
The Oxford Handbook of the History of Consumption-Frank Trentmann 2012-03-22 The Oxford Handbook of the History of Consumption offers a timely overview of how our understanding of consumption in history has changed in the last generation.

The Making of a Modern Temple and a Hindu City-Deonnie Moodie 2018-12-04 "Middle-class Hindus have worked to modernize Kālighāt - the most famous Hindu temple in Kolkata - over the past long century. Rather than being rejected with the onslaught of European modernity, the temple became a facet through which Hindus could produce and publicize their modernity, as well as their cities' and their nation's-

Journal of Asian History- 2003

Occasional Papers in Sociology and Anthropology- 2009

Proper Islamic Consumption-Johan Fischer 2008 The West has seen the rise of the organic movement. In the Muslim world, a similar halal movement is rapidly spreading. Malaysia is at the forefront of this new global phenomenon.

Driving after Class-Rachel Heiman 2015-01-16 A paradoxical situation emerged at the turn of the twenty-first century: the dramatic upscaling of the suburban American dream even as the possibilities for achieving and maintaining it diminished. Having fled to the suburbs in search of affordable homes, open space, and better schools, city-raised parents found their modest homes eclipsed by McMansions, local schools and roads overburdened and underfunded, and their ability to keep up with the pressures of extravagant consumerism increasingly tenuous. How do class anxieties play out amid such disconcerting cultural, political, and economic changes? In this incisive ethnography set in a New Jersey suburb outside New York City, Rachel Heiman takes us into people’s homes, their community meetings, where they debate security gates and school redistricting; and even their cars, to offer an intimate view of the tensions and uncertainties of being middle class at that time. With a gift for bringing to life the everyday workings of class in the lives of children, youth, and their parents, Heiman offers an illuminating look at the contemporary complexities of class rooted in racialized lives, hyperconsumption, and neoliberal citizenship. She argues convincingly that to understand our current economic situation we need to attend to the subtle but forceful formation of sensibilities, spaces, and habits that durably motivate people and shape their actions and outlooks. "Rugged entitlement" is Heiman’s name for the middle class’s sense of entitlement to a way of life that is increasingly untenable and that is accompanied by an anxious feeling that they must vigilantly pursue their own interests to maintain and further their class position. Driving after Class is a model of fine-grained ethnography that shows how families try to make sense of who they are and where they are going in a highly competitive and uncertain time.

Provincial Hinduism-Daniel Gold 2015-02-11 Provincial Hinduism explores intersecting religious worlds in an ordinary Indian city that remains close to its traditional roots, while bearing witness to the impact of globalization. Daniel Gold looks at modern religious life in the central Indian city of Gwālor, drawing attention to the often complex religious sensibilities behind ordinary Hindu practice. Gold describes temples of different types, their legendary histories, and the people who patronize them. He also explores the attraction of Sufi shrines for many Gwālor Hindu. Deluxe issues of securoreligious identity are highlighted through an examination of neighbors living together in a locality mixed in religion, caste, and class. Pursuing issues of community and identity, Gold turns to Gwālor’s Maharashtrians and Sindhis, groups with roots in other parts of the subcontinent that have settled in the city for generations. These groups function as internal diasporas, organizing in different ways and making distinctive contributions to local religious life. The book concludes with a focus on new religious institutions invoking nineteenth-century innovators: three religious service organizations inspired by the great Swami Vivekananda, and two contemporary guru-centered groups tracing lineages to Radhasoami Maharaj of Agra. Gold offers the first book-length study to analyze religious life in an ordinary, midsized Indian city, and in so doing has created an invaluable resource for scholars of contemporary Indian religion, culture, and society.

Voicing Subjects-Laura Kaneveuer 2014-03-26 Voicing Subjects traces the relation between public speech and notions of personal interiority in Kathmandu. It explores two seemingly distinct formations of voice that have emerged in the midst of the country's recent political and economic upheavals: a political voice associated with civic empowerment and collective agency, and an intimate voice associated with emotional proximity and authentic feeling. Both are produced and circulated through the media, especially through interactive technologies. The author argues that these two formations of voice are mutually constitutive and aligned with modern ideologies of democracy and neoliberal economic projects. This ethnography is set during an extraordinary period in Nepal’s history that has seen a relatively peaceful 1990 revolution that re-established democracy, a Maoist civil war, and the massacre of the royal family. These dramatic changes have been accompanied by the proliferation of intimate and political discourse in the expanding public sphere, making the figure of voice ever more critical to an understanding of emerging subjectivity, structural change and cultural mediation.

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and ethnographic research by the contributors, the book shows the myriad manifestations of enterprise culture and the making of the aspiring, enterprise-self in public culture, social practice, and personal lives, ranging from attempts to construct hegemonic ideas in public discourse, to appropriation by individuals and groups with unintended consequences, to forms of contested and contradictory expression. It discusses what is ‘new’ about enterprise culture and how it relates to pre-existing ideas, and goes on to look at the processes and mechanisms through which enterprise culture is becoming entrenched, as well as how it affects different classes and communities. The book highlights the social and political implications of enterprise culture and how it recasts family and interpersonal relationships as well as personal and collective identity. Illuminating one of the most important aspects of India’s current economic and social transformation, this book is of interest to students and scholars of Asian Business, Sociology, Anthropology, Development Studies and Media and Cultural Studies.

Growing up in the Knowledge Society-Nicholas Nisbett 2020-11-30 This work is an ethnographic investigation into the everyday lives of young people growing up and living in contemporary Bangalore. Moving beyond the hype of the Indian ‘knowledge society’, it examines how new forms of technology and outsourced labour become integral to their lives, changing the experience of Indian modernity and globalisation.

Consumerist Encounters-Sreedeep Bhattacharya 2020-08-14 Economic liberalization and globalization in India in the early 1990s resulted in a whirlwind of consumerist activities. New material and visual temptations swamped the markets. Expanding field of commodification infiltrated consumer minds through media imageries. New objects of desire aroused inhibited cravings. This engendered an accelerated and intensified relationship with things and images that permeate our everyday lives. Consumerist Encounters elucidates how our all-consuming relationship with objects and their representations have transformed rapidly over the last few decades in contemporary urban India. It argues that ephemerality, frivolousness, and multiplicity of choice regulate our flirtatious encounters with commodities and their images as we restlessly use, exhaust, dispose, and move on. Such a trend is illustrated by examining a plethora of commodity-centric phenomena such as exclusion through apparel, eroticization of body images, population of the T-shirt surface with graphics and text, rise of business process outsourcing, instantaneous seeing and sharing of images, and rejection of material goods in junkyards and ruins. These explorations collectively shed light on the constant negotiation of our identities, statuses, and mobilities in the image-saturated commodity landscape.

Exit Zero-Christine J. Walley 2013-01-17 In 1980, Christine J. Walley’s world was turned upside down when the steel mill in Southeast Chicago where her father worked abruptly closed. In the ensuing years, ninety thousand other area residents would also lose their jobs in the mills—just one example of the vast scale of deindustrialization occurring across the United States. The disruption of this event propelled Walley into a career as a cultural anthropologist, and now, in Exit Zero, she brings her anthropological perspective home, examining the fate of her family and that of blue-collar America at large. Interweaving personal narratives and family photos with a nuanced assessment of the social impacts of deindustrialization, Exit Zero is one part memoir and one part ethnography—providing a much-needed female and familial perspective on cultures of labor and their decline. Through vivid accounts of her family’s struggles and her own upward mobility, Walley reveals the social landscapes of America’s industrial fallout, navigating complex tensions among class, labor, economy, and environment. Unsatisfied with the notion that her family’s turmoil was inevitable in the ever-forward progress of the United States, she provides a fresh and important counternarrative that gives a new voice to the many Americans whose distress resulting from deindustrialization has too often been ignored. This book is part of a project that also includes a documentary film and interactive website. For more information, and the chance to learn, visit the website: http://www.exitzeroproject.org/

Unruly Streets-Jonathan Shapiro Anjaria 2008

Musicians from a Different Shore-Mari Yoshihara 2008-05-02 Musicians of Asian descent enjoy unprecedented prominence in concert halls, conservatories, and classical music performance competitions. In the first book on the subject, Mari Yoshihara looks into the reasons for this phenomenon, starting with her own experience of learning to play piano in Japan at the age of three. Yoshihara shows how a confluence of culture, politics and commerce after the war made classical music a staple in middle-class households, established Yamaha as the world’s largest producer of pianos and gave the Suzuki method of music training an international clientele. Soon, talented musicians from Japan, China and South Korea were flocking to the United States to study and establish careers, and Asian American families were enrolling toddlers in music classes. Against this historical backdrop, Yoshihara interviews Asian and Asian American musicians, such as Cho-Liang Lin, Margaret Leng Tan, Kent Nagano, who have taken various routes into classical music careers. They offer their views about the connections of race and culture and discuss whether the music is really as universal as many claim it to be. Their personal histories and Yoshihara’s observations present a snapshot of today’s dynamic and revived classical music scene.

Organizing and Managing in the Era of Globalization-Pritam Singh 2010-01-20 This book discusses the issues and challenges of organizing and managing in the context of a globalized world. It provides insights and perspectives on the realities of organization in a world where governance structures, organizational processes, management practices and employment relations are in a vortex of transformation. It analyzes the political, economic, sociological, cultural, institutional and legal factors that shape these realities. Globalization has thrown up fundamental questions on the identity, social values, national and local culture and history and even the future identity of societies. Managing and organizing a diverse organization in these times is, thus, a subject worth studying. Organizing and Managing in the Era of Globalization is an answer to this quest. This book will be useful for students and professionals of organizational design, organizational change and international management. Researchers in the fields of organization and management as well as globalization will also find it of immense value.

El Mall-Arlene Dávila 2016 “El Mall considers the boom of shopping malls in Latin America to explore how malls and consumption are shaping the conversation about class and social inequality in Latin America”.—Provided by publisher.

Love, Marriage and Intimacy among Gujarati Indians-Katherine Twamley 2014-02-11 This book compares understandings and experiences of love and intimacy of one distinct cultural group - Gujarati Indians - born and brought up in two different countries. In a rapidly globalizing world, this comparative ethnographic study explores how the context in which we are brought up shapes our most intimate attachments and family lives.

Exploring Indian Modernities-Leila Choukroune 2018-06-04 This book analyses how multiple and hybrid ‘modernities’ have been shaped in colonial and postcolonial India from the lens of sociology and anthropology, literature, media and cultural studies, law and political economy. It discusses the ideas that shaped these modernities as well as the lived experience and practice of these modernities. The two broad foci in this book are: (a) The dynamism of modern institutions in India, delineating the specific ways in which ideas of modernity have come to define these institutions and how institutional innovations have shaped modernities; and (b) perspectives on everyday practices of modernities and the cultural constituents of being modern. This book provides an enriching read by bringing together original papers from diverse disciplines and from renowned as well as upcoming scholars.

Journal of Women's History 2006

Food Identities at Home and on the Move-Raul Matta 2020-06-08 How does food restore the fragmented world of migrants and the displaced? What similar processes are involved in challenging, maintaining or reinforcing divisions between groups coexisting in the same living place? Food Identities at Home and on the Move examines how ‘home’ is negotiated around food in the current worldwide context of uncertainty, mobility and displacement. Drawing on empirical approaches to heritage, identity and migration studies, the contributors analyse the relationship between food and the various understandings of home and dwelling. With case studies on...
sushi around the world, food as heritage in the Afghan diaspora and Mexican foodways in Chicago, these chapters offer novel readings on the convergence of food and migration studies, the anthropology of space and place and the field of mobility by focusing on how entangled stories of food and home are put on display for constructing the present and imagining the future.