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Nota di contenuto	1. Introduction -- 2. Making the mass white: how racial segregation shaped consumer segmentation -- 3. Race, markets, and digital technologies: historical and conceptual frameworks -- 4. (Re)visiting the corner store: black youth, gentrification, and food sovereignty -- 5. Beyond whiteness: perspectives on the rise of the pan-asian beauty ideal -- 6. Shopping while veiled: an exploration of the experiences of veiled muslim consumers in france -- 7. Constructing and critiquing interracial couples on youtube -- 8. Marketing marriage and colorism in india -- 9. Dirty braids: how hair is disrupting dominant racial narratives in puerto rico post-hurricane maria -- 10. Are black consumers a bellwether for the nation?: how research on blacks can foreground our understanding of race in the marketplace -- 11. A loan

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Sommario/riassunto

This volume offers a critical, cross-disciplinary, and international overview of emerging scholarship addressing the dynamic relationship between race and markets. Chapters are engaging and accessible, with timely and thought-provoking insights that different audiences can engage with and learn from. Each chapter provides a unique journey into a specific marketplace setting and its sociopolitical particularities including, among others, corner stores in the United States, whitening cream in Nigeria and India, video blogs in Great Britain, and hospitals in France. By providing a cohesive collection of cutting-edge work, *Race in the Marketplace* contributes to the creation of a robust stream of research that directly informs critical scholarship, business practices, activism, and public policy in promoting racial equity.
