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Sommario/riassunto	The postcolonial author, whether Kamila Shamsie from Pakistan, Chimamanda Adichie from Nigeria or Arundhati Roy from India, is a brand. Instantly recognizable in the literary-cultural marketplace, the postcolonial, this book argues, positions itself and influences the transnational cultural industry. Through a study of numerous postcolonial themes in emblematic authors, the book maps the making of the postcolonial celebrity. From an examination of the authenticity debate through the themes of indigeneity, subalternity and humanism the book moves to the fashioning of a postcolonial literary-ethnic chic for global consumption.