Record Nr. UNINA9910462077103321 Autore Nanda Meera Titolo The god market [[electronic resource]]: how globalization is making India more Hindu / / by Meera Nanda New York,: Monthly Review Press, 2011 Pubbl/distr/stampa **ISBN** 1-58367-310-5 1-58367-309-1 Descrizione fisica 1 online resource (280 p.) Disciplina 306.60954 Soggetti Globalization - Religious aspects - Hinduism Globalization - India Hinduism - India Electronic books. India Religion Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Reprint. Originally published as The God Market by Random House Note generali Publishers India Private Limited, 2009. Nota di bibliografia Includes bibliographical references. India and the global economy: a very brief introduction -- The rush Nota di contenuto hour of the gods: globalization and middle-class religiosity -- The state-temple-corporate complex and the banality of Hindu nationalism -- India@superpower.com: how we see ourselves -- Rethinking secularization (with India in mind). Conventional wisdom says that integration into the global marketplace Sommario/riassunto 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-do