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| 1. Record Nr. | UNINA9910785618203321 |
| Autore | Davila Arlene M. <1965-> |
| Titolo | Latinos, Inc [[electronic resource]] : the marketing and making of a people // Arlene Davila |
| Pubbl/distr/stampa | Berkeley, : University of California Press, c2012 |
| ISBN | 1-283-57151-X 9786613883964 0-520-95359-2 |
| Edizione | [Updated ed.] |
| Descrizione fisica | 1 online resource (331 p.) |
| Disciplina | 658.8/34/08968073 |
| Soggetti | Hispanic American consumers Market segmentation - United States Hispanic Americans - Ethnic identity |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. 259-280) and index. |
| Nota di contenuto | Front matter -- Contents -- List of Illustrations -- Acknowledgments -- Foreword -- Preface to the 2012 Edition -- Introduction -- Chapter 1. "Don't Panic, I'm Hispanic": The Trends and Economy of Cultural Flows -- Chapter 2. Knowledges: Facts and Fictions of a People as a Market -- Chapter 3. Images: Producing Culture for the Market -- Chapter 4. Screening the Image -- Chapter 5. Language and Culture in the Media Battle Zone -- Chapter 6. The Focus (or Fuck Us) Group: Consumers Talk Back, or Do They? -- Chapter 7. Selling Marginality: The Business of Culture -- Notes -- References -- Index |
| Sommario/riassunto | Both Hollywood and corporate America are taking note of the marketing power of the growing Latino population in the United States. And as salsa takes over both the dance floor and the condiment shelf, the influence of Latin culture is gaining momentum in American society as a whole. Yet the increasing visibility of Latinos in mainstream culture has not been accompanied by a similar level of economic parity or political enfranchisement. In this important, original, and entertaining book, Arlene Dávila provides a critical examination of the Hispanic marketing industry and of its role in the making and marketing of U.S. Latinos. Dávila finds that Latinos' increased popularity in the |

marketplace is simultaneously accompanied by their growing exotification and invisibility. She scrutinizes the complex interests that are involved in the public representation of Latinos as a generic and culturally distinct people and questions the homogeneity of the different Latino subnationalities that supposedly comprise the same people and group of consumers. In a fascinating discussion of how populations have become reconfigured as market segments, she shows that the market and marketing discourse become important terrains where Latinos debate their social identities and public standing.
