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| Nota di contenuto       | Frontmatter -- CONTENTS -- ACKNOWLEDGMENTS -- Introduction / Bay, Mia / Fabian, Ann -- Part I: Race, Place, and Retail Spaces -- 1. Traveling Black/Buying Black: Retail and Roadside Accommodations during the Segregation Era / Bay, Mia -- 2. Retail Messages in the Ghetto Belt / Kwate, Naa Oyo A. -- 3. The Other Migrants: Mexican Shoppers in American Borderlands / Cadava, Geraldo L. -- 4. Southern Retail Campaigns and the Struggle for Black Economic Freedom in the 1950s and 1960s / Parker, Traci -- 5. Servicing a Racial Regime: Gender, Race, and the Public Space of Department Stores in Baltimore, Maryland, and Johannesburg, South Africa, 1940-1970 / Kenny, Bridget -- Part II: Race, Retail, and Communities -- 6. Athabascan Village Stores: Subsistence Shopping in Interior Alaska in the 1940s / Heaton, John W. -- 7. Deghettoizing Chinatown: Race and Space in Postwar America / Wu, Ellen D. -- 8. Marketing Identity, Negotiating Boundaries: Ethnic Entrepreneurship in the Coffeehouses and Narghile Lounges of Paterson, New Jersey / Bayouth, Neiset -- 9. The Changing Politics of Latino Consumption: Debates Related to Downtown Santa Ana's New Urbanist and Creative City Redevelopment / Londoño, Johana / González, Erualdo R. -- 10. The Spatial Politics of Black Business Closure in Central Brooklyn / Sutton, Stacey A. -- Part III: The Inner Landscapes of Racialized Consumption -- 11. Selling Voodoo in Migration Metropolises / Cooper, Melissa L. -- 12. "A Fantasy in Fashion": Luxury Dressing and African American Lifestyle Magazines in the 1980s / Carter-David, Siobhan -- 13. Racial Discrimination in Retail Settings: A Liberation Psychology Perspective / Williams, Jerome D. / Henderson, Geraldine Rosa / Evett, Sophia R. / Hakstian, Anne-Marie G. -- 14. Does the Retail Environment Affect Mental Health? Satisfaction with Neighborhood Retail and Social Well-Being among African Americans in New York City / Thompson, Azure B. / Porter, Sharese N. -- NOTES ON CONTRIBUTORS -- INDEX |
| Sommario/riassunto      | Race has long shaped shopping experiences for many Americans. Retail exchanges and establishments have made headlines as flashpoints for conflict not only between blacks and whites, but also between whites, Mexicans, Asian Americans, and a wide variety of other ethnic groups, who have at times found themselves unwelcome at white-owned businesses. Race and Retail documents the extent to which retail establishments, both past and present, have often catered to specific ethnic and racial groups. Using an interdisciplinary approach, the original essays collected here explore selling and buying practices of nonwhite populations around the world and the barriers that shape these habits, such as racial discrimination, food deserts, and gentrification. The contributors highlight more contemporary issues by raising questions about how race informs business owners' ideas about consumer demand, resulting in substandard quality and higher prices for minorities than in predominantly white neighborhoods. In a wide-ranging exploration of the subject, they also address revitalization and gentrification in South Korean and Latino neighborhoods in California, Arab and Turkish coffeehouses and hookah lounges in South Paterson, New Jersey, and tourist capoeira consumption in Brazil. Race and Retail illuminates the complex play of forces at work in racialized retail markets and the everyday impact of those forces on minority  |

consumers. The essays demonstrate how past practice remains in force in subtle and not-so-subtle ways.

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