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Sommario/riassunto

In this innovative book, John Hutnyk questions the meaning of cultural hybridity. Using the growing popularity of Asian culture in the West as a case study, he looks at just who benefits from this intermingling of culture. Focusing on music, race and politics, Hutnyk offers a cogently theorised critique of the culture industry. He looks at artists such as Asian Dub Foundation, FunDaMental and Apache Indian to see how their music is both produced and received. He analyses 'world' music festivals, racist policing and the power of corporate pop stars to market exotica across the globe. Throughout, Hutnyk provides a searing critique of a world that sells exotica as race relations and visibility as redress.
