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Nota di contenuto	Cover -- Title Page -- Copyright -- Contents -- Editorial Note -- Introduction: Ethnicity, Inc., Revisited / George Paul Meiu, Jean Comaroff, and John L. Comaroff -- 1. On Branding, Belonging, and the Violence of a Phallic Imaginary: The Maasai Warrior in Kenyan Tourism / George Paul Meiu -- 2. The Scarce and the Sacred: Managing Afterlives and Branding the Derivative in Post-Soviet Buddhism (Inc.) / Tatiana Chudakova -- 3. Ethnicity as Potential: Abundance, Competition, and the Limits of Development in Andean Peru's Colca Valley / Eric Hirsch -- 4. Warriors, Incorporated: The Militarization of Fijian Identity in the Era of Neoliberal Warfare / Simon May -- 5. Story, Brand, or Share? Bafokeng, Inc., and the 2010 FIFA World Cup / Susan E. Cook -- 6. The Hunter Hype: Producing "Local Culture" as Particularity in Mali / Dorothea E. Schulz -- 7. The Affective Potentialities and Politics of Ethnicity, Inc. in Restructuring Nepal: Social Science, Sovereignty, and Signification / Sara Shneiderman -- 8. Cultural Commodification in Global Contexts: Australian Indigeneity, Inequality, and Militarization in the Twenty-First Century / Eve Darian-Smith -- List of Contributors --

Index.

Sommario/riassunto

In the economics of everyday life, even ethnicity has become a potential resource to be tapped, generating new sources of profit and power, new ways of being social, and new visions of the future. Throughout Africa, ethnic corporations have been repurposed to do business in mining or tourism; in the USA, Native American groupings have expanded their involvement in gaming, design, and other industries; and all over the world, the commodification of culture has sown itself deeply into the domains of everything from medicine to fashion. Ethnic groups increasingly seek empowerment by formally incorporating themselves, by deploying their sovereign status for material ends, and by copyrighting their cultural practices as intellectual property. Building on ethnographic case studies from Kenya, Nepal, Peru, Russia, and many other countries, this collection poses the question: Does the turn to the incorporation and commodification of ethnicity really herald a new historical moment in the global politics of identity?
