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Sommario/riassunto	This book brings to light a lesser-explored facet of cultural globalization by unearthing Bollywood films circulations in the Middle East. Delving into the intricacies of South-South cinematic circuits, it unveils the networks linking the Bombay film industry with the Arab world. Through a blend of historical analysis and ethnographic insights, the book offers an exploration of how film circulations have evolved amidst geopolitical shifts and technological advancements. By

reframing our perspective to view Arab cinema cultures through the lens of the Bombay film industry, it challenges prevailing Orientalist narratives, offering a nuanced and refreshing portrayal of the Arab-speaking region. Némésis Srour holds a PhD in Social Anthropology and Ethnology from the École des Hautes Études en Sciences Sociales (EHESS) in Paris. Her research specializes in the film industry, combining historical and ethnographic approaches. She has been honored with a prize from the Agence Universitaire de la Francophonie (AUF) regional office in the Middle East for her research on Bollywood film networks in the region. Alongside her academic work, she has curated Indian and South Asian films in French cinemas, contributing to bringing these cinematographies to light. Additionally, she has taught subjects such as Indian cinema history, international relations, and film exhibition and distribution.

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