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Altri autori (Persone)	DonnerHenrike
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Nota di contenuto	Cover; Being Middle-class in India: A way of life; Copyright; Contents; Figures and table; Contributors; Acknowledgements; Introduction; 1 Masculinity, advertising and the reproduction of the middle-class family in Western India, 1918-1940; 2 Gendered bodies, domestic work and perfect families: New regimes of gender and food in Bengali middle-class lifestyles; 3 'Keeping in the family': Work, education and gender hierarchies among Tiruppur's industrial capitalists; 4 Cultural contractions and intergenerational relations: The construction of selfhood among middle-class youth in Baroda 5 Globalization, neoliberalism and middle-class cultural politics in Kolkata 6 The social transformation of the medical profession in urban Kerala: Doctors, social mobility and the middle classes; 7 Kitty-parties and middle-class femininity in New Delhi; 8 Zara hatke ('somewhat different'): The new middle classes and the changing forms of Hindi cinema; Index
Sommario/riassunto	Hailed as the beneficiary, driving force and result of globalisation,

India's middle-class is puzzling in its diversity, as a multitude of traditions, social formations and political constellations manifest contribute to this project. This book looks at Indian middle-class lifestyles through a number of case studies, ranging from a historical account detailing the making of a savvy middle-class consumer in the late colonial period, to saving clubs among women in Delhi's upmarket colonies and the dilemmas of entrepreneurial families in Tamil Nadu's industrial towns. The book pays tribu
