



Cultural Globalization: A User's Guide

By J. MacGregor Wise

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Cultural Globalization: A User's Guide is a personal and engaging journey through theories of culture and globalization. Drawing on extensive examples and interdisciplinary research, Wise explores concepts of culture, territory and identity in order to give students a new perspective on issues of globalization.

- Includes numerous examples from Asian, European, and North American youth culture and popular music
- Draws on interdisciplinary research from the fields of anthropology, cultural studies, cultural geography, and media studies
- Considers how global processes carry with them the ethical questions of how to act in the world and how to care for others
- Provides an original and stimulating overview of theories of culture and globalization, encouraging students think more broadly about the key issues

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Editorial Review

Review

"MacGregor Wise's meander through music and youth culture offers a vision of a free global sweet shop, in which fashionable kids can pick and mix their identitiesA comparison of the manner in which the music press elevates certain types of 'world music' with British colonial approval of the Indian caste system provides ... originality." (*Times Literary Supplement*, February 2009)

Review

"Greg Wise's new book is an achievement in globalization "writ small," allowing us to feel and assess things that move between and across borders, hybrid things, things whose in-betweenness poses to us personal but necessary dilemmas. Finally, the subject of cultural globalization receives a delicate affective treatment."

–**John Nguyet Erni**, Professor of Cultural Studies, Lingnan University, Hong Kong

"With rigour and elegance, Wise deftly captures the movement of culture through the world. *Cultural Globalization* is rich in detailed cases, from a wide variety of places and cultural genres. The author's engaging, accessible analytic voice make this both a perfect course text and an important contribution to debates on globalization."

–**Will Straw**, Professor of Art and Communication Studies, McGill University

From the Back Cover

Cultural Globalization: A User's Guide is a personal and idiosyncratic journey through theories of culture and globalization. Drawing on diverse research literature from the fields of anthropology, cultural studies, cultural geography, and media studies, J. Macgregor Wise presents a new perspective through which to raise questions about globalization, a perspective framed by the concepts of territory, identity, and culture.

This lively and engaging book draws on a myriad of examples from Asian, European, and North American youth culture and popular music. It is a vivid reminder that global processes are a part of who we are and what we do, and that these same processes carry with them the ethical questions of how to act in the world and how to care for others.

Users Review

From reader reviews:

Toby Terry:

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Robert Bryant:

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