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SHOPPING FOR IDENTITY

The Marketing
of Ethnicity



M A R I L Y N H A L T E R

Shopping For Identity The Marketing Of Ethnicity

Warren Crichlow



Shopping For Identity The Marketing Of Ethnicity:

Shopping for Identity Marilyn Halter, 2000 In America today you can connect to your ethnic heritage in dozens of ways or adopt an identity just for an evening Our society is not a melting pot but a salad bar a bazaar in which the purveyors of goods and services spend close to 2 billion a year marketing the foods clothing objects vacations and events that help people express their and others ethnic identities This is a huge business whose target groups are the hyphenated Americans in other words all of us As immigrant groups gain economic security they tend to reinforce not relinquish their ethnic identification Marilyn Halter demonstrates that to a great extent they do it by shopping And their purchasing power is enormous How has the marketplace responded to this hunger Instantly and wholeheartedly tweaking old products and inventing new ones launching new brands in supermarkets new music groups vacation itineraries language courses toys greeting cards et cetera This nexus of business and ethnicity is already seen as the hottest consumer development of this decade and Halter is uniquely qualified to describe its origins the exponential growth of products and advertising and the phenomenal sales of items from salsa to Chieftains CDs She addresses her subject with an abundance of anecdotal evidence telling examples of ethnic marketing and interviews with entrepreneurs many of them immigrants who are vigorously seizing the opportunities offered by the business of ethnicity Shopping for Identity is provocative intriguing and farseeing illuminating an important aspect of our contemporary way of life while validating the yearning we all feel for connection to our roots From the Hardcover edition

Shopping for Identity Marilyn Halter, 2007-12-18 In America today you can connect to your ethnic heritage in dozens of ways or adopt an identity just for an evening Our society is not a melting pot but a salad bar a bazaar in which the purveyors of goods and services spend close to 2 billion a year marketing the foods clothing objects vacations and events that help people express their and others ethnic identities This is a huge business whose target groups are the hyphenated Americans in other words all of us As immigrant groups gain economic security they tend to reinforce not relinquish their ethnic identification Marilyn Halter demonstrates that to a great extent they do it by shopping And their purchasing power is enormous How has the marketplace responded to this hunger Instantly and wholeheartedly tweaking old products and inventing new ones launching new brands in supermarkets new music groups vacation itineraries language courses toys greeting cards et cetera This nexus of business and ethnicity is already seen as the hottest consumer development of this decade and Halter is uniquely qualified to describe its origins the exponential growth of products and advertising and the phenomenal sales of items from salsa to Chieftains CDs She addresses her subject with an abundance of anecdotal evidence telling examples of ethnic marketing and interviews with entrepreneurs many of them immigrants who are vigorously seizing the opportunities offered by the business of ethnicity Shopping for Identity is provocative intriguing and farseeing illuminating an important aspect of our contemporary way of life while validating the yearning we all feel for connection to our roots

The Anatomy of Consumerism H. RamHormozi, 2019-08-30 The Anatomy of Consumerism is a

story of greed and obsession and consumption Of waste and environmental degradation Of destruction and despair It is the story of being human In this earnest account of a serious problem in which we are all implicated we come to terms with our collective obsession with material consumption The Anatomy of Consumerism tracks this consumption from the Industrial Revolution through a ravenous stretch of excessive production and acquisition all the way to our digital present a period during which we overconsume as a matter of course and visit irreparable damage on our natural environment as a result It is no wonder the consequences of human greed fester so hotly in debate among economists social scientists and environmentalists The Anatomy of Consumerism wades into this debate s center *Race After Technology* Ruha Benjamin,2019-07-09 From everyday apps to complex algorithms Ruha Benjamin cuts through tech industry hype to understand how emerging technologies can reinforce White supremacy and deepen social inequity Benjamin argues that automation far from being a sinister story of racist programmers scheming on the dark web has the potential to hide speed up and deepen discrimination while appearing neutral and even benevolent when compared to the racism of a previous era Presenting the concept of the New Jim Code she shows how a range of discriminatory designs encode inequity by explicitly amplifying racial hierarchies by ignoring but thereby replicating social divisions or by aiming to fix racial bias but ultimately doing quite the opposite Moreover she makes a compelling case for race itself as a kind of technology designed to stratify and sanctify social injustice in the architecture of everyday life This illuminating guide provides conceptual tools for decoding tech promises with sociologically informed skepticism In doing so it challenges us to question not only the technologies we are sold but also the ones we ourselves manufacture Visit the book s free Discussion Guide www.dropbox.com *Edinburgh Companion to the Arab Novel in English* Nouri Gana,2015-04-17 Opening up the field of diasporic Anglo Arab literature to critical debate this companion spans from the first Arab novel in 1911 to the resurgence of the Anglo Arabic novel in the last 20 years There are chapters on authors such as Ameen Rihani Ahdaf **Consumer Culture Theory** Russell W. Belk,Linda Price,Lisa Penaloza,2013-12-06 This volume of Research in Consumer Behavior is made up from a selection of papers from the Eight Consumer Culture Theory Conference and represents the latest research on consumption and consumer culture from scholars around the world *Mixed Race Hollywood* Mary Beltrán,Camilla Fojas,2008-08 Addresses early mixed race film characters Blaxploitation mixed race in television for children and the outing of mixed race stars on the Internet among other issues and contemporary trends in mixed race representation From publisher description **Fashion in 21st Century China** Yuli Bai,Yingchun Zang,2021-10-25 This book explores the dynamic landscape of fashion in China since the beginning of the 21st century through an integrated perspective The book considers key questions related to the changes in China s fashion dynamics driven largely by the shifts in the mindset of Chinese consumers due to the current sociocultural contexts To provide an understanding of these important shifts this three part monograph pays close attention to the new generation of Chinese fashion designers and consumers The book explores in detail related topics such as how today s

Chinese consumers relate to foreign brands the meaning of apparel brands as identity symbols or cultural signs to contemporary young consumers the attractiveness of Western fashion designers and brands in the eyes of current Chinese consumers as compared to past consumers and how brands could adapt to the online centered consumption behavior The book serves as an insightful update on the Chinese fashion landscape for researchers practitioners and passionate followers of its evolution

Younger-Generation Korean Experiences in the United States Thomas Chung,Pyong Gap Min,2014-06-11 Younger Generation Korean Experiences in the United States Personal Narratives on Ethnic and Racial Identities compares the formation of the ethnic identities of two distinct cohorts of Korean Americans Through personal essays the book explores four influential factors of ethnic identity retention of ethnic culture participation in ethnic social networks links to the mother country and its global power and influence and experiences with racial prejudice and discrimination The essays reflect certain major changes between the two cohorts the first growing up in the 1960s and early 1970s and the second growing up during the 1980s and early 1990s and proves how an increase in the Korean population and in the number of ethnic organizations helped the second cohort Korean Americans retain their cultural heritage in a more voluntary and therefore meaningful way This book s combination of first hand experiences and critical analysis makes it a valuable resource for studies of ethnicity culture identity formation and the Asian American experience

Making Italian America Simone Cinotto,2014-04-01 How do immigrants and their children forge their identities in a new land and how does the ethnic culture they create thrive in the larger society Making Italian America brings together new scholarship on the cultural history of consumption immigration and ethnic marketing to explore these questions by focusing on the case of an ethnic group whose material culture and lifestyles have been central to American life Italian Americans As embodied in fashion film food popular music sports and many other representations and commodities Italian American identities have profoundly fascinated disturbed and influenced American and global culture Discussing in fresh ways topics as diverse as immigrant women s fashion critiques of consumerism in Italian immigrant radicalism the Italian American influence in early rock n roll ethnic tourism in Little Italy and Guido subculture Making Italian America recasts Italian immigrants and their children as active consumers who since the turn of the twentieth century have creatively managed to articulate relations of race gender and class and create distinctive lifestyles out of materials the marketplace offered to them The success of these mostly working class people in making their everyday culture meaningful to them as well as in shaping an ethnic identity that appealed to a wider public of shoppers and spectators looms large in the political history of consumption Making Italian America appraises how immigrants and their children redesigned the market to suit their tastes and in the process made Italian American identities a lure for millions of consumers Fourteen essays explore Italian American history in the light of consumer culture across more than a century long intense movement of people goods money ideas and images between Italy and the United States a diasporic exchange that has transformed both nations Simone Cinotto builds an imaginative

analytical framework for understanding the ways in which ethnic and racial groups have shaped their collective identities and negotiated their place in the consumers emporium and marketplace Grounded in the new scholarship in transnational U S history and the transfer of cultural patterns Making Italian America illuminates the crucial role that consumption has had in shaping the ethnic culture and diasporic identities of Italians in America It also illustrates vividly why and how those same identities incorporated in commodities commercial leisure and popular representations have become the object of desire for millions of American and global consumers

Cultural Labour and Contemporary World Literatures in Portuguese Carlos Garrido Castellano, 2024-11-25 This book examines the evolution of contemporary narrative in Portuguese from the point of view of cultural labour The main objective of this volume is to analyse the panorama of contemporary literary fiction in Portuguese under the prism of the economization of cultural creativity and the expansion of neoliberal understanding of creative subjectivity and self realization Assuming that neoliberalism still constitutes a haunting presence that becomes present in ways that are far from universal and homogeneous and that are shaped by coloniality this book expands the debates on cultural labour and literary materialisms beyond European and North American contexts Dealing with contemporary literary production from Brazil Portugal Angola Mozambique Cabo Verde Macau Canada and Goa the volume also tries to reimagine issues of cultural labour and the expansion of artistic modes of self definition from the point of view of contemporary literary production in Portuguese

Routledge Handbook of Islam in the West Roberto Tottoli, 2014-09-19 Islam has long been a part of the West in terms of religion culture politics and society Discussing this interaction from al Andalus to the present this Handbook explores the influence Islam has had and continues to exert particularly its impact on host societies culture and politics Highlighting specific themes and topics in history and culture chapters cover European paradigms Muslims in the Americas Cultural interactions Islamic cultural contributions to the Western world Western contributions to Islam Providing a sound historical background from which a nuanced overview of Islam and Western society can be built the Routledge Handbook of Islam in the West brings to the fore specific themes and topics that have generated both reciprocal influence and conflict Presenting readers with a range of perspectives from scholars based in Europe the US and the Middle East this Handbook challenges perceptions on both western and Muslim sides and will be an invaluable resource for policymakers and academics with an interest in the History of Islam Religion and the contemporary relationship between Islam and the West

Private History in Public Tammy S. Gordon, 2010-01-16 In small community museums truck stops restaurants bars barbershops schools and churches people create displays to tell the histories that matter to them Much of this history is personal family history community history history of a trade or the history of something considered less than genteel It is often history based on the historical record but also based on feelings beliefs and memory It is neglected history Private History in Public is about those history exhibits that complicate the public private dichotomy exhibits that serve to explain communities families and individuals to outsiders and tie insiders together

through a shared narrative of historical experience Tammy S Gordon looks beyond the large professionalized museum exhibits that have dominated scholarship in museum studies and public history and offers a new way of understanding the broad spectrum of exhibition types in the United States

The Routledge Companion to Ethnic Marketing Ahmad Jamal, Lisa Peñaloza, Michel Laroche, 2015-06-19 The globalization of marketing has brought about an interesting paradox as the discipline becomes more global the need to understand cultural differences becomes all the more crucial This is the challenge in an increasingly international marketplace and a problem that the world's most powerful businesses must solve From this challenge has grown the exciting discipline of ethnic marketing which seeks to understand the considerable opportunities and challenges presented by cultural and ethnic diversity in the marketplace To date scholarship in the area has been lively but disparate This volume brings together cutting edge research on ethnic marketing from thought leaders across the world Each chapter covers a key theme reflecting the increasing diversity of the latest research including models of culture change parenting and socialization responses to web and advertising role of space and social innovation in ethnic marketing ethnic consumer decision making religiosity differing attitudes to materialism acculturation targeting and ethical and public policy issues The result is a solid framework and a comprehensive reference point for consumer researchers students and practitioners

Multidisciplinary Approach to Entrepreneurship Education for Migrants Mosquera, Selma, Jardim da Palma, Patrícia, 2020-03-06 Interest in the field of entrepreneurship is at an all time high coincidentally migration is increasingly changing the landscape of employment Many migrants find themselves facing challenges that entrepreneurial skills can help overcome However little remains explored within adult migrant education especially within enterprises *Multidisciplinary Approach to Entrepreneurship Education for Migrants* is a pivotal reference source that examines the most effective methods for teaching migrants vital venture capital skills and ensuring they have the tools necessary for leading business ventures The book contributes to the development of literature and practices in areas related to both migrant entrepreneurship and entrepreneurial education by presenting conceptual approaches methods and educational perspectives that go beyond pedagogy to involve andragogy and heutagogy Highlighting such topics as local development self employment and teaching learning methodologies it is ideally designed for entrepreneurs educators trainers human resources professionals policymakers government officials researchers academicians and students

The Transcultural Streams of Chinese Canadian Identities Jessica Tsui-yan Li, 2019-09-30 Highlighting the geopolitical and economic circumstances that have prompted migration from Hong Kong and mainland China to Canada *The Transcultural Streams of Chinese Canadian Identities* examines the Chinese Canadian community as a simultaneously transcultural transnational and domestic social and cultural formation Essays in this volume argue that Chinese Canadians a population that has produced significant cultural imprints on Canadian society must create and constantly redefine their identities as manifested in social science literary and historical spheres These perpetual negotiations reflect social and cultural ideologies

and practices and demonstrate Chinese Canadians recreations of their self perception self expression and self projection in relation to others Contextualized within larger debates on multicultural society and specific Chinese Canadian cultural experiences this book considers diverse cultural presentations of literary expression the model minority and the influence of gender and profession on success and failure the gendered dynamics of migration and the growth of transnational astronaut families in the 1980s and inter ethnic boundary crossing Taking an innovative approach to the ways in which Chinese Canadians adapt to and construct the Canadian multicultural mosaic *The Transcultural Streams of Chinese Canadian Identities* explores various patterns of Chinese cultural interchanges in Canada and how they intertwine with the community's sense of disengagement and belonging Contributors include Lily Cho York Elena Chou York Eric Fong Chinese University of Hong Kong Loretta Ho Toronto Jack Leong Toronto Jessica Tsui yan Li York Lucia Lo York Guida Man York Kwok kan Tam Hang Seng Management College Eleanor Ty Wilfrid Laurier and Henry Yu British Columbia

Longing, Belonging, and the Making of Jewish Consumer Culture Gideon Reuveni, Nils H. Roemer, 2010 The Institute of Jewish Studies founded in 1954 by the late Alexander Altmann is dedicated to the promotion of all aspects of scholarship in Jewish Studies and related fields Its programmes include public lectures seminars and annual conferences All lectures and conferences are open to the general public Jewish history has been extensively studied from social political religious and intellectual perspectives but the history of Jewish consumption and leisure has largely been ignored The hitherto neglect of scholarship on Jewish consumer culture arises from the tendency within Jewish studies to chronicle the production of high culture and entrepreneurship Yet consumerism played a central role in Jewish life This volume is the first of its kind to deal with the topic of Jewish consumer culture It gives new insights on Jewish belongings and longings and provides multiple readings of Jewish consumer culture as a vehicle of integration and identity in modern times

Race, Identity, and Representation in Education Cameron McCarthy, 2005 First Published in 2005 Routledge is an imprint of Taylor Francis an informa company *Race, Identity, and Representation in Education* Warren Crichlow, 2013-05-13 This stunning new edition retains the book's broad aims intended audience and multidisciplinary approach New chapters take into account the more current backdrop of globalization particularly events such as 9 11 and attendant developments that make a reconsideration of race relations in education quite urgent

Navigating Ethnicity David H. Kaplan, 2017-08-03 This important book provides a novel perspective on ethnicity nationality and race by considering how they are shaped by their geography Exploring the complicated terrain of ethnicity through an expansive global perspective David H Kaplan traces the spatial arrangements that convey such potent meaning to the identity and opportunities of members of any cultural group With examples from around the world the author considers the most important aspects of ethnicity from segregation to place making to multiculturalism culture regions diasporas and transnationalism He frames ethnicity as a contingent phenomenon showing how context and place determine the position definitions behaviors and attitudes toward and by members of an ethnic group Drawing on an impressive depth of historical

and empirical detail Kaplan's analysis of the critical role of ethnicity in everyday geographies makes a major contribution to the field

The Top Books of the Year Shopping For Identity The Marketing Of Ethnicity The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous compelling novels enthralling the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the fascinating narratives that have enthralled audiences this year. Shopping For Identity The Marketing Of Ethnicity : Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Uncover the Best : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens' "Where the Crawdads Sing" This mesmerizing coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papan, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and gripping novel that will keep you wondering until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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