



Globalization and Culture: Global Melange

Jan Nederveen Pieterse

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Is there cultural life after the 'clash of civilizations' and global McDonaldization? Internationally award-winning author Jan Nederveen Pieterse argues that what is taking place is the formation of a global mZlange, a culture of hybridization. From this perspective on globalization, conflict may be mitigated and identity preserved if transformed. The book offers a comprehensive treatment of hybridization through a series of 14 conceptual tables embellished by textual analysis laced with tantalizing examples from around the world. This historically deep and geographically wide approach to globalization is just what is needed on the brink of more war bred by cultural misunderstanding. The first book in the new 'Globalization' series edited by Manfred Steger and Terrell Carver, Globalization and Culture sets the tone for short, provocative treatments of hot topics in the expanding universe of globalization studies.



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