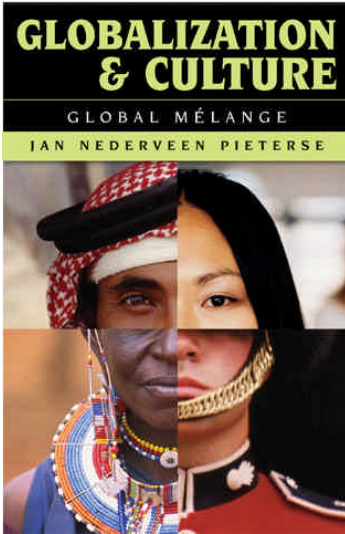


GLOBALIZATION & CULTURE

Global Mélange

by **JAN NEDERVEEN PIETERSE**



"Pieterse takes a historically deep approach, developing the perspective of global melange or hybridization of both territorial culture and translocal culture." —**FUTURE SURVEY**

"Critical, creative, and committed, Jan Nederveen Pieterse's *GLOBALIZATION AND CULTURE* is a work of highly impressive scholarship and rich imagination. Historically informed and theoretically wide-ranging, this is a reader-friendly 'must-read' for all interested in this immensely topical subject. The author's deep personal engagement with the notion of hybridization makes a substantial contribution to the literature."

—**Anthony D. King, Bartle Professor of Art History and of Sociology, State University of New York, Binghamton**

"The discourse on cultural globalization is one of the best examples of itself: it is confusingly globalized. So we urgently need this enlightened unpacking of globalization by one of the pioneers of the debate—Jan Nederveen Pieterse."

—**Ulrich Beck, Institut für Soziologie, Germany**

"Cultural change is all too frequently either overlooked entirely in discussions of globalization or dismissed with glib and misleading generalities about homogenization or clashing civilizations. Jan Nederveen Pieterse offers a perspective that is more complex, truer to the ever-shifting realities of twenty first-century life, and far more interesting. With this book, he establishes himself as a world-class thinker about the world."

—**Walter Truett Anderson, president, World Academy of Art and Science**



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 *mélange*, 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.



JAN NEDERVEEN PIETERSE is professor of sociology at the University of Illinois, Urbana-Champaign.



2003 ♦ 160 pages

Paper ♦ ISBN 0-7425-2802-2 ♦ \$22.95

Cloth ♦ ISBN 0-7425-2749-2 ♦ \$60.00

ORDER FORM*Please send me the following book(s) right away:*

ISBN	Title	Price	Quantity	Cost
0-7425-2802-2	Globalization & Culture	\$22.95		
0-7425-2749-2	Globalization & Culture	\$60.00		
				10% Faculty Discount or Promo Code*
				Shipping Costs
				CA, CO, IL, MD, NY, PA residents, please add sales tax
				TOTAL

- All orders from individuals must be prepaid
- Prices are subject to change without notice
- Billing in US dollars
- Please make checks payable to Rowman & Littlefield

*May not be combined with other offers and discounts

Shipping and handling:

- **U.S.:** \$4 first book, \$1 each additional book
- **Canada:** \$5 first book, \$1 each additional book
- **International orders:** \$7.50 first book, \$5.00 each additional book

4 CONVENIENT WAYS TO ORDER:

- ✓ <http://www.rowmanlittlefield.com/> save 15% when you order online*
- ✓ call toll-free: 1-800-462-6420
- ✓ fax this order form toll-free to: 1-800-338-4550
- ✓ mail this order form to: Rowman & Littlefield, 15200 NBN Way,
PO Box 191
Blue Ridge Summit, PA 17214-0191

Please check: MasterCard Visa AmEx Personal CheckCredit Card #: Expiration date:

Signature: _____

BILLING AND SHIPPING ADDRESS:	
Name	
Institution	
Street	
City, State, Zip	
Country	
Phone	