



Globalization and Culture: Global M lange

Jan Nederveen Pieterse

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Now fully revised and updated, this seminal text asks if there is cultural life after the 'clash of civilizations' and global McDonaldization. Jan Nederveen Pieterse argues that what is taking place is a global culture of hybridization. In a new chapter, the author explores East-West hybridities—the idea that globalization is a process of braiding rather than simply a diffusion from developed to developing countries. His historically deep and geographically wide approach to globalization is essential reading as we face the spread of conflicts bred by cultural misunderstanding.



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