

The Globalization Of Beauty

Afrikan American Women: Living at the Crossroads of Race, Gender, Class and Culture comprehensively addresses the psychological experiences of women of Afrikan ancestry in the United States. This anthology brings together the work of psychologists, social workers, historians, and other scholars who have studied Black female oppression. Their research examines the effects of race, gender, class, and culture on the mental, emotional, and physical health and psychosocial adjustment of Afrikan American women. The book provides a psycho-historical analysis of the experiences of these women across their life spans and discusses the historical and contemporary issues that have contributed to the current conditions they face. Each unit is organized around three critical questions identified by psychiatrist Franz Fanon: 1. Identity - Who are we? 2. Authenticity - Are we really who we think we are? 3. Purpose - Are we all we ought to be? Using qualitative and quantitative approaches, the book challenges students to critique Afrikan American women's experiences using an Africentric worldview lens. By addressing the trauma that Afrikan American women have faced, it places in perspective the lived conditions of Afrikan American women and contributes to the debunking of myths and stereotypes perpetuated about them. *Afrikan American Women* is ideal for women's studies, African American studies, psychology, and sociology courses. It is also a good supplemental text for courses in health and education.

This book uses a micro-analysis of language in and around Tanzanian beauty pageants to examine what happens at beauty pageants, and the ways in which contestants are evaluated, and how this sheds light on life in urban Tanzania today. By integrating linguistic and non-linguistic data the book illustrates the real-life effects of language policy and structural inequality on people's lives.

It is well known that American culture is a dominant force at home and abroad; our exportation of everything from movies to junk food is a well-documented phenomenon. But is it possible America's most troubling impact on the globalizing world has yet to be accounted for? In *Crazy Like Us*, Ethan Watters reveals that the most devastating consequence of the spread of American culture has not been our golden arches or our bomb craters but our bulldozing of the human psyche itself: We are in the process of homogenizing the way the world goes mad. America has been the world leader in generating new mental health treatments and modern theories of the human psyche. We export our psychopharmaceuticals packaged with the certainty that our biomedical knowledge will relieve the suffering and stigma of mental illness. We categorize disorders, thereby defining mental illness and health, and then parade these seemingly scientific certainties in front of the world. The blowback from these efforts is just now coming to light: It turns out that we have not only been changing the way the world talks about and treats mental illness -- we have been changing the mental illnesses themselves. For millennia, local beliefs in different cultures have shaped the experience of mental illness into endless varieties. *Crazy Like Us* documents how American interventions have discounted and worked to change those indigenous beliefs, often at a dizzying rate. Over the last decades, mental illnesses popularized in America have been spreading across the globe with the speed of contagious diseases. Watters travels from China to Tanzania to bring home the unsettling conclusion that the virus is us: As we introduce Americanized ways of treating mental illnesses, we are in fact spreading the diseases. In post-tsunami Sri Lanka, Watters reports on the Western trauma counselors who, in their rush to help, inadvertently trampled local expressions of grief, suffering, and healing. In Hong Kong, he retraces the last steps of the teenager whose death sparked an epidemic of the American version of anorexia nervosa. Watters reveals the truth about a multi-million-dollar campaign by one of the world's biggest drug companies to change the Japanese experience of depression -- literally marketing the disease along with the drug. But this book is not just about the damage we've caused in faraway places. Looking at our impact on the psyches of people in other cultures is a gut check, a way of forcing ourselves to take a fresh look at our own beliefs about mental health and healing. When we examine our assumptions from a farther shore, we begin to understand how our own culture constantly shapes and sometimes creates the mental illnesses of our time. By setting aside our role as the world's therapist, we may come to accept that we have as much to learn from other cultures' beliefs about the mind as we have to teach.

This interdisciplinary volume attempts to expand the temporal and geographic agenda of postcolonial studies.

"Marc Levinson offers a brief history of globalization through the stories of the fascinating people and companies that built global supply chains. In *Small World* he will follow the thread of the balance between people in the private sector pursuing new ways to make goods and do business and governments eliminating barriers. These two spheres-the private sector and government-did not go global in tandem, and many developments in one sphere were far more impactful in the other than imagined at the time. The book will narrate the development of global supply chains in response to trends in both, telling stories ranging from a Prussian-born trader in New Jersey in the 1760s who dreamed of building a vertically-integrated metals empire, to new megaships too big to call on most of the world's ports leaving half empty, as globalization entered a new stage in its history around 2006. Bringing the story up to the present, Levinson engagingly illustrates how we're not experiencing the end of globalization, only its transformation. As one type of globalization is declining, a new one is on the rise"--

Recent decades have seen the rise of a global beauty boom, with profound effects on perceptions of bodies worldwide. Against this background, *Beauty and the Norm* assembles ethnographic and conceptual approaches from a variety of disciplines and across the globe to debate standardization in bodily appearance. Its contributions range from empirical research to exploratory conversations between scholars and personal reflections. Bridging hitherto separate debates in critical beauty studies, cultural anthropology, sociology, the history of science, disability studies, gender studies, and critical race studies, this volume reflects upon the gendered, classed, and racialized body, normative regimes of representation, and the global beauty economy.

Sara Brody thought she had met her soulmate in Tad Bolak, a charming exchange student. Their whirlwind romance includes nights staring at the stars, declarations of love, and promises to talk often when Tad must return to his native Poland to complete his Master's Degree. But Sara's idealistic view of Tad and plans to be together when he gets his degree come to a shattering halt when he admits to having a fiancée back home. Heartbroken, she vows to keep her heart safe from men and focuses on her own studies. Until she meets Ethan. Sara discovers that no relationship is perfect, especially when one still mourns past loves. Tad never gives up on her. Ethan wants her to give their relationship a chance. And Sara wonders what will become of her sense of self if she gives in to either man."

Three Faces of Beauty offers a unique approach to understanding globalization and cultural change based on a comparative, ethnographic study of a nearly universal institution: the beauty salon. Susan Ossman traces the images and words of the beauty industry as they developed historically between Paris, Cairo, and Casablanca and then vividly demonstrates how such images are embodied today in salons located in each city. By examining how images from fashion magazines, film, and advertising are enacted in beauty salons, Ossman demonstrates how embodiment is able to display and rework certain hierarchies. While offering the possibility of freedom from the tethers of status, nation, religion, and nature, beauty is created by these very categories and values, Ossman shows. Drawing on hundreds of interviews, she documents the various rituals of welcome, choice-making, pricing practices, and spatial arrangements in multiple salons. She also reveals ways in which patrons in all three cities imagine and co-opt looks they believe are fashionable in the other cities. By observing salons as scenes of instruction, Ossman reveals that beautiful bodies evolve within the intertwining contexts of media, modernity, location, time, postcolonialism, and male expectation.

Harvard Business School Professor Geoffrey Jones has long been a student of the history of multinational enterprise. He has taken a leadership role in the field. This volume reflects the extraordinary breadth of his historical research, spanning continents and industries. His focus is on the firm as an actor on the stage of the history of globalization. This book contains a selection of his unpublished and published articles. Of special interest is his updated previously unpublished 2006 talk that explores how firms and entrepreneurs fit into the scholarly

debates on the Great Divergence between the West and the Rest. This is a splendid collection. Mira Wilkins, Florida International University, US This fascinating volume explores the roles played by entrepreneurship and multinational enterprises in the development of the modern global world. Through a combination of new and previously published essays charting business developments from the nineteenth century onward, the author demonstrates how multinational corporations have driven globalization through the transfer of innovation and cultural values. The selected essays cover a range of topics, including studies of global industries and major corporations including Beiersdorf and Unilever. Additional chapters explore economic and corporate development in specific countries, such as India, Iran and Turkey. Merging rich historical evidence with discussion of the current state of global business, this book reveals how examining entrepreneurial activity and multinational strategies deepen explanations of global patterns of wealth and poverty. It offers compelling new perspectives on current debates about globalization from one of the most prominent scholars in the field of business history. This volume will appeal to students and professors of economics, entrepreneurship, international business and history as well as anyone with an interest in understanding the past, present and future of globalization.

This working paper examines the globalization of the beauty industry before 1980. This industry, which had emerged in its modern form in the United States during the late nineteenth century, grew quickly worldwide over the following century. Firms employed marketing and marketing strategies to diffuse products and brands internationally despite business, economic and cultural obstacles to globalization. The process was difficult and complex. The globalization of toiletries proceeded faster than cosmetics, skin and hair care. By 1980 there remained strong differences between consumer markets. Although American influence was strong, it was already evident that globalization had not resulted in the creation of a stereotyped American blond and blue-eyed beauty female ideal as the world standard, although it had significantly narrowed the range of variation in beauty and hygiene ideals.

The Nigerian beauty pageant industry positions itself as working to symbolically restore the public face of the nation while seeking to materially shift the private lives of affiliates on the ground.

A timely and academically-significant contribution to scholarship on community, identity, and globalization in the Roman and Hellenistic worlds *Community and Identity at the Edges of the Classical World* examines the construction of personal and communal identities in the ancient world, exploring how globalism, multi-culturalism, and other macro events influenced micro identities throughout the Hellenistic and Roman empires. This innovative volume discusses where contact and the sharing of ideas was occurring in the time period, and applies modern theories based on networks and communication to historical and archaeological data. A new generation of international scholars challenge traditional views of Classical history and offer original perspectives on the impact globalizing trends had on localized areas—insights that resonate with similar issues today. This singular resource presents a broad, multi-national view rarely found in western collected volumes, including Serbian, Macedonian, and Russian scholarship on the Roman Empire, as well as on Roman and Hellenistic archaeological sites in Eastern Europe. Topics include Egyptian identity in the Hellenistic world, cultural identity in Roman Greece, Romanization in Slovenia, Balkan Latin, the provincial organization of cults in Roman Britain, and Soviet studies of Roman Empire and imperialism. Serving as a synthesis of contemporary scholarship on the wider topic of identity and community, this volume: Provides an expansive materialist approach to the topic of globalization in the Roman world Examines ethnicity in the Roman empire from the viewpoint of minority populations Offers several views of metascholarship, a growing sub-discipline that compares ancient material to modern scholarship Covers a range of themes, time periods, and geographic areas not included in most western publications *Community and Identity at the Edges of the Classical World* is a valuable resource for academics, researchers, and graduate students examining identity and ethnicity in the ancient world, as well as for those working in multiple fields of study, from Classical, Hellenistic, and Roman historians, to the study of ethnicity, identity, and globalizing trends in time.

In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

There is a growing knowledge base in understanding the differences and similarities between women and men, as well as the diversities among women and sexualities. Although genetic and biological characteristics define human beings conventionally as women and men, their experiences are contextualized in multiple dimensions in terms of gender, sexuality, class, age, ethnicity, and other social dimensions. Beyond the biological and genetic basis of gender differences, gender intersects with culture and other social locations which affect the socialization and development of women across their life span. This handbook provides a comprehensive and up-to-date resource to understand the intersectionality of gender differences, to dispel myths, and to examine gender-relevant as well as culturally relevant implications and appropriate interventions. Featuring a truly international mix of contributors, and incorporating cross-cultural research and comparative perspectives, this handbook will inform mainstream psychology of the international literature on the psychology of women and gender.

The global beauty business permeates our lives, influencing how we perceive ourselves and what it is to be beautiful. This book provides the first authoritative history of the global beauty industry from its emergence in the 19th century to the present day, exploring how today's global giants such as Avon, Coty, Estée Lauder, and L'Oréal, grew.

Modern Beauty explores this shift from historical, scientific and journalistic perspectives, in a title that will not only appeal to industry insiders, but also to all those readers with an interest in feeling well in their own skin - and letting the world know.

Now in its fifth edition, this title has been fully revised and updated in the light of recent developments in world politics, with new chapters on the changing nature of war, human security, and international ethics.

This compelling study of gender and sexual diversity in the Southern Philippines addresses general questions about the relationship between the making of gender and sexualities, the politics of national and ethnic identities and processes of cultural transformation in a world of contract labourers and transnational consumers. The book focuses, in particular, on the meaning and experience of local 'gays' -- transvestite/transgender-homosexual men -- who are at once celebrated as purveyors of beauty (defined in terms of a global American otherness) and valorized as impotent men and defiled women. In short, America functions both as a sign of their abjected status and as a space for imagining and reformulating various gendered identities. This innovative work -- one of the first ethnographic studies to be published in the aftermath of the region's civil unrest -- will be of interest to anyone working on gender, the body and sexuality. Not only does it extend the boundaries of cross-cultural studies of non-mainstream genders and sexualities by directly engaging the entanglement of local sensibilities with global images and discourse, but it also demonstrates that there is nothing

ambiguous about ambiguity -- gendered, sexual or otherwise. Rather, this ambiguity is the specific product of different historical relations of power through which various cultural subjects are created and re-create themselves.

Cosmetic surgery in China has grown rapidly in recent years of dramatic social transition. Facing fierce competition in all spheres of daily life, more and more women consider cosmetic surgery as an investment to gain "beauty capital" to increase opportunities for social and career success. Building on rich ethnographic data, this book presents the perspectives of women who have undergone cosmetic surgery, illuminating the aspirations behind their choices. The author explores how turbulent economic, socio-cultural and political changes in China since the 1980s have produced immense anxiety that is experienced by women both mentally and physically. This book will appeal to readers who are interested in gender studies, China studies, anthropology and sociology of the body, and cultural studies.

In the first decade of the twenty-first century, globalization and identity have emerged as the most critical challenges to world peace. This volume of *Peace & Policy* addresses the overarching question, "What are the effects of globalization in the areas of culture, ethnic diversity, religion, and citizenship, and how does terrorism help groups attain a sense of global identity?" Part I, "Citizenship in a Globalizing World," reexamines globalization in light of the traditions from which human civilizations have evolved. Linda Groff focuses on Samuel R. Huntington's thesis that the Cold War would be followed by a clash of civilizations. Joseph A. Camilleri traces the history of the concept of citizenship and its transformation through the ages to modern times. Kamran Mofid argues that the marketplace is not just an economic sphere but one where economic and business interests must embrace the spiritual assets of the community. Majid Tehranian raises the problem of identity and advocates the assumption of global identity, responsibility, and citizenship. Part II, "Convergence in Global Cultures," explores the complex issues of diversity in religions. Christopher Leeds, Vladimir Korobov, and Bharat Gupt show how the reconceptualization of the world both geographically and regionally can recreate new sensibilities needed to overcome differences. Part III, "Divergence in Global Conflicts," discusses the multiple dimensions of the globalizing effects of economic expansion and political strife experienced by different cultures at local and regional levels. Audrey Kitigawa and Ade Ogunrinde use Nigeria as an example of political manipulation of religious and ethnic groups to divert attention from the real problems of social and economic marginalization. Fred Riggs looks at how the Web has become a medium in the globalization of religious movements. The authors maintain that continuing efforts for dialogue across cultural and religious boundaries in today's

The Beauty Trade: Youth, Gender, and Fashion Globalization Oxford University Press

The Global Beauty Industry is an interdisciplinary text that uses beauty to explore topics of gender, race, class, colorism, nation, bodies, multiculturalism, transnationalism, and intersectionality. Integrating materials from a wide range of cultural and geo-political contexts, it coalesces with initiatives to produce more internationally relevant curricula in fields such as sociology, as well as cultural, women's/gender, media, and globalization studies.

A historical analysis of the globalization of the U.S. apparel industry investigates the problems of domestic apparel workers, noting the influence of trade policy and global economics to reveal how current processes are creating extreme levels of poverty. *Simultaneous*. (Social Science)

Pop City examines the use of Korean television dramas and K-pop music to promote urban and rural places in South Korea. Building on the phenomenon of Korean pop culture, Youjeong Oh argues that pop culture-mediated place selling mediates two separate domains: political decentralization and the globalization of Korean popular culture. The local election system introduced in the mid 90s has stimulated strong desires among city mayors and county and district governors to develop and promote their areas. Riding on the Korean Wave—the overseas popularity of Korean entertainment, also called Hallyu—Korean cities have actively used K-dramas and K-pop idols in advertisements designed to attract foreign tourists to their regions. Hallyu, meanwhile, has turned the Korean entertainment industry into a speculative field into which numerous players venture by attracting cities as sponsors. By analyzing the process of culture-mediated place marketing, *Pop City* shows that urban spaces are produced and sold just like TV dramas and pop idols by promoting spectacular images rather than substantial physical and cultural qualities. Popular culture-associated urban promotion also uses the emotional engagement of its users in advertising urban space, just as pop culture draws on fans' and audiences' affective commitments to sell its products. Oh demonstrates how the speculative, image-based, and consumer-exploitive nature of popular culture shapes the commodification of urban space and ultimately argues that pop culture-mediated place promotion entails the domination of urban space by capital in more sophisticated and fetishized ways.

An introduction to Japan's burgeoning beauty culture, which investigates a range of phenomenon - aesthetic salons, dieting products, male beauty activities, and beauty language - to find out why Japanese women and men are paying so much attention to their bodies. It aims to challenge various assumptions about the naturalness of beauty standards.

An ethnography that examines the culture of beauty and plastic surgery in Brazil.

Brutal Beauty: Aesthetics and Aspiration in Urban India follows a postcolonial city as it transforms into a bustling global metropolis after the liberalization of the Indian economy. Taking the once idyllic "garden city" of Bangalore in southern India as its point of departure, the book explores how artists across India and beyond foreground neoliberalism as a "structure of feeling" permeating aesthetics, selfhood, and everyday life. Jisha Menon conveys the affective life of the city through multiple aesthetic projects that express a range of urban feelings, including aspiration, panic, and obsolescence. As developers and policymakers remodel the city through tumultuous construction projects, urban beautification, privatization, and other templated features of "world-class cities," urban citizens are also changing—transformed by nostalgia, narcissism, shame, and the spaces where they dwell and work. Sketching out scenes of urban aspiration and its dark underbelly, Menon delineates the creative and destructive potential of India's lurch into contemporary capitalism, uncovering the interconnectedness of local and global power structures as well as art's capacity to absorb and critique liberalization's discontents. She argues that neoliberalism isn't just an economic, social, and political phenomenon; neoliberalism is also a profoundly aesthetic project.

This Handbook provides a state-of-the-art survey of research in business history. Business historians study the historical evolution of business systems, entrepreneurs and firms, as well as their interaction with their political, economic, and social environment. They address issues of central concern to researchers in management studies and business administration, as well as economics, sociology and political science, and to historians. They employ a range of qualitative and quantitative methodologies, but all share a belief in the importance of understanding change over time. The Oxford Handbook of Business History has brought together leading scholars to provide a comprehensive, critical, and interdisciplinary examination of business history, organized into four parts: Approaches and Debates; Forms of Business Organization; Functions of Enterprise; and Enterprise and Society. The Handbook shows that business history is a wide-ranging and dynamic area of study, generating compelling empirical data, which has sometimes confirmed and sometimes contested widely-held views in management and the social sciences. The Oxford Handbook of Business History is a key reference work for scholars and advanced students of Business History, and a fascinating resource for social scientists in general.

Offering a study in the history of ideas, of design and architecture, and of cultural politics, this book converges on the issues of globalisation. It explores the development of international laws of intellectual property, ideas of design pedagogy, and competing philosophies of aesthetics.

Abou El Fadl (Islamic law, UCLA School of Law) wrote the 62 brief essays here over the course of five years. Through a combination of musings and critical reflections on classical Muslim authors, he both traces Muslim intellectual history and also confronts questions of ethics, faith, law, politics, culture, and modern identity. He ranges over many facets of Islam in the contemporary world, exploring censorship, political oppression, terrorism, the veil and the treatment of women, marriage, parental rights, the dynamics between law and morality, the character of the prophet Muhammad, and other topics. About half the essays first appeared in The minaret magazine. c. Book News Inc.

How looking beautiful has become a moral imperative in today's world The demand to be beautiful is increasingly important in today's visual and virtual culture. Rightly or wrongly, being perfect has become an ethical ideal to live by, and according to which we judge ourselves a success or failure. Perfect Me explores the changing nature of the beauty ideal, showing how it is more dominant, demanding, and global than ever before. Arguing that our perception of the self is changing, Heather Widdows shows that more and more, we locate the self in the body. Nobody is firm enough, thin enough, smooth enough, or buff enough—not without significant effort and cosmetic intervention. To understand these rising demands, we need to recognize their ethical aspect and seek out new communal responses.

"A damning denunciation of things as they are, and a platform for how we can do better."—Andrew Leonard, Salon Building on the international bestseller *Globalization and Its Discontents*, Joseph E. Stiglitz offers here an agenda of inventive solutions to our most pressing economic, social, and environmental challenges, with each proposal guided by the fundamental insight that economic globalization continues to outpace both the political structures and the moral sensitivity required to ensure a just and sustainable world. As economic interdependence continues to gather the peoples of the world into a single community, it brings with it the need to think and act globally. This trenchant, intellectually powerful, and inspiring book is an invaluable step in that process.

The fully updated third edition of this lively and accessible book argues for the central role of media in understanding globalization. Indeed, Jack Lule convincingly shows that globalization could not have occurred without media. From earliest times, humans have used media to explore, settle, and globalize their world. In our day, media has made the world progressively "smaller" as nations and cultures come into increasing contact. Decades ago Marshall McLuhan prophesied that media technology would transform the world into a "global village." Slowly, fitfully, his vision is being fulfilled. The global village, however, is not the blissful utopia that McLuhan predicted. Nor, in a more modern formulation, is the world flat, with playing fields leveled and opportunities for all. Instead, Lule argues, globalization and media are combining to create a divided world of gated communities and ghettos, borders and boundaries, suffering and surfeit, beauty and decay, surveillance and violence. By breaking down the economic, cultural, and political impact of media, and through a rich set of case studies from around the globe, the author describes a global village of Babel—invoking the biblical town punished for its vanity by seeing its citizens scattered, its language confounded, and its destiny shaped by strife.

This handbook provides a comprehensive analysis of contemporary gender and feminist geographies in an international and multi-disciplinary context. It features 48 new contributions from both experienced and emerging scholars, artists and activists who critically review and appraise current spatial politics. Each chapter advances the future development of feminist geography and gender studies, as well as empirical evidence of changing relationships between gender, power, place and space. Following an introduction by the Editors, the handbook presents original work organized into four parts which engage with relevant issues including violence, resistance, agency and desire: Establishing feminist geographies Placing feminist geographies Engaging feminist geographies Doing feminist geographies The Routledge Handbook of Gender and Feminist Geographies will be an essential reference work for scholars interested in feminist geography, gender studies and geographical thought.

Beauty today is a paradox. The cult of beauty is ubiquitous but it has lost its transcendence and become little more than an aspect of consumerism, the aesthetic dimension of capitalism. The sublime and unsettling aspects of beauty have given way to corporeal pleasures and 'likes', resulting in a kind of 'pornography' of beauty. In this book, cultural theorist Byung-Chul Han reinvigorates aesthetic theory for our digital age. He interrogates our preoccupation with all things slick and smooth, from Jeff Koon's sculptures and the iPhone to Brazilian waxing. Reaching far deeper than our superficial reactions to viral videos and memes, Han reclaims beauty, showing how it manifests itself as truth, temptation and even disaster. This wide-ranging and profound exploration of beauty, encompassing ethical and political considerations as well as aesthetic, will appeal to all those interested in cultural and aesthetic theory, philosophy and digital media.

The *Globalization of World Politics*, the bestselling introduction to international relations, offers the most comprehensive coverage of the key theories and global issues in world politics. The eighth edition engages with contemporary global challenges, featuring a brand new chapter on Refugees and Forced Migration and updated coverage of decolonization to ensure the book continues to cover those topics that will define the key issues in IR into the future. Tailored pedagogical features help readers to evaluate key IR debates and apply theory and concepts to real world events. A fully updated *Opposing Opinions* feature facilitates critical and reflective debate on contemporary policy challenges, from decolonising universities to debates over migration and the state. Leading scholars in the field introduce readers to the history, theory, structures and key issues in IR, providing students with an ideal introduction and a constant guide throughout their studies. Students and lecturers are further supported by extensive online resources to encourage deeper engagement with content: Student resources: International relations simulations encourage students to develop negotiation and problem solving skills by engaging with topical events and processes IR theory in practice case studies encourage students to apply theories to current and evolving global events Video podcasts from contributors help students to engage with key issues and cases in IR Guidance on how to evaluate the *Opposing Opinions* feature, supporting students to

engage in nuanced debate over key policy challenges Interactive library of links to journal articles, blogs and video content to deepen students' understanding of key topics and explore their research interests Flashcard glossary to reinforce understanding of key terms Multiple choice questions for self-study help students to reinforce their understanding of the key points of each chapter Revision guide to consolidate understanding and revise key terms and themes Instructor Resources: Case studies help to contextualise and deepen theoretical understanding Test bank - fully customisable assessment questions to test and reinforce students' understanding of key concepts Question bank - a bank of short answer and essay questions to promote students' critical reflection on core issues and themes within each chapter Customisable PowerPoint slides help to support effective teaching preparation Figures and tables from the book allow clear presentation of key data and support students' data analysis

While it is frequently trivialized, the business of beauty is one of the most important global industries, generating millions of dollars and implicating many more the world over, from consumers to corporate elites. As trends spread so do ideas about standards of appearance and what is necessary to look good and fit in -- standards that are often influenced by ideas about race, class and gender norms. In looking at beauty products, practices, and ideas of youth in Guadalajara, Mexico, *The Beauty Trade* takes seriously the question of whether and how beauty norms are changing in relation to the globalizing beauty economy. Angela B. V. McCracken considers who benefits and who loses from beauty globalization and what this means for gender norms among youth. Weaving together fascinating ethnographic research on beauty practices and insights from political economy theory, the book presents a feminist analysis of the global economy of beauty. Rather than a sign of frivolity, the beauty economy is intimately connected to youth's social and economic development. Cosmetic makeovers have become a modern rite of passage for girls, enabling social connections and differentiations, as well as entrepreneurial activities. The global beauty economy is a phenomenon generated by young people, mostly women, laboring in, teaching, and consuming beauty --- and eager for belonging and originality, using every mechanism at their disposal to enhance their appearance. As McCracken shows, globalization is not homogenizing beauty standards to a Western ideal; rather, it is diversifying beauty standards. *The Beauty Trade* explains how globalization, combined with youth's desires for uniqueness, is enabling the spread of a diversity of beauty cultures, including alternative visions of gender appropriate looks and behavior.

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