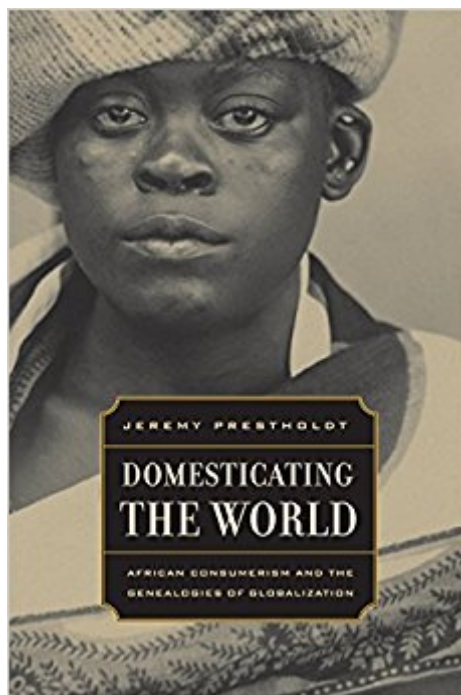




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Domesticating The World: African Consumerism And The Genealogies Of Globalization (California World History Library)



Synopsis

This book boldly unsettles the idea of globalization as a recent phenomenon—and one driven solely by Western interests—by offering a compelling new perspective on global interconnectivity in the nineteenth century. Jeremy Prestholdt examines East African consumers' changing desires for material goods from around the world in an era of sweeping social and economic change. Exploring complex webs of local consumer demands that affected patterns of exchange and production as far away as India and the United States, the book challenges presumptions that Africa's global relationships have always been dictated by outsiders. Full of rich and often-surprising vignettes that outline forgotten trajectories of global trade and consumption, it powerfully demonstrates how contemporary globalization is foreshadowed in deep histories of intersecting and reciprocal relationships across vast distances.

Book Information

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scholarship on globalization.â • (Journal Of World History 2010-09-01)

•#147; Ingeniously stands the study of globalization and trade on its head.â •#151;Edward Alpers,
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