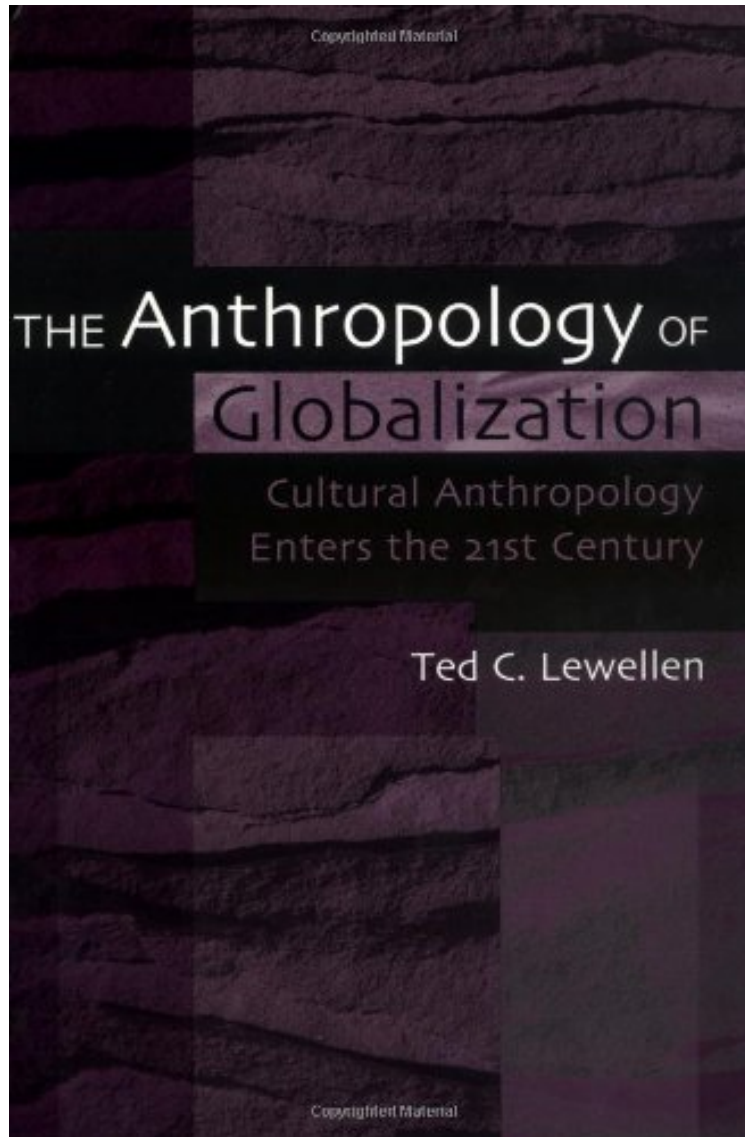


[Library ebook] The Anthropology of Globalization: Cultural Anthropology Enters the 21st Century

# The Anthropology of Globalization: Cultural Anthropology Enters the 21st Century

*Ted C. Lewellen*

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**Ted C. Lewellen : The Anthropology of Globalization: Cultural Anthropology Enters the 21st Century** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Anthropology of Globalization: Cultural Anthropology Enters the 21st Century:

0 of 2 people found the following review helpful. EhBy DonHad to buy it for school4 of 4 people found the following

review helpful. Good, but requires student pre-existing knowledge. By B. Biglow I purchased this book to use for a lower level undergraduate course on Globalization and Culture. I thought it would make a good text around which to structure other readings on globalization pertaining to specific indigenous cultures of North and South America. While the chapter headings appear to fit, the level of theoretical knowledge required for the average undergraduate student to use such a text fits for those who have already had a course in theory (leading to a firm foundational understanding of gender and development, identity, and postmodern theory). A lesson learned for adopting a text "sight unseen" (other than an Amazon 'Look Inside' preview). As such, this text is more suited to majors in their final semester and graduate level. Bodley's 'Anthropology and Contemporary Human Problems' is probably a more apt fit for undergraduates. 6 of 6 people found the following review helpful. straightforward and in centered on current issues. By Carlos D. Torres I'm not sure why anyone would rate this book poorly, or say that it is too complicated a read. I am an anthropologist who has read many texts on globalization and this book is as straightforward and contemporaneous as it gets. Lewellen has created a great synthesis of the field of global research with historical foundations that are clear. If you want to get grounded in the subject of globalization, and the problems and issues that researchers face, start here. Yes, it is not a fun read, but the field is in need of a text like this to be able to explain in undergraduate terminology, the intricacies of global economic processes.

Lewellen gives us the first analytic overview of an important new subject area in a field that has long been identified with the study of relatively bounded communities. Globalization refers to the increasing flows of trade, finance, culture, ideas, and people brought about by the sophisticated technology of communications and travel and by the worldwide spread of neoliberal capitalism. Unlike dependency theory and world systems analysis, which tended to assume a bird's-eye perspective, globalization offers a down-and-dirty, ground-up approach in which ethnographic research is not marginal but essential. Through multiple examples, selected from the latest ethnographic research from all over the world, Lewellen examines the ways that globalization impacts migrants and stay-at-homes, peasants and tribal peoples, men and women. A crucial theme is that the global/local nexus is one of unpredictable interaction and creative adaptation, not of top-down determinism. Theoretically, globalization studies have become the focal point for the convergence of interpretive anthropology, critical anthropology, postmodernism, and poststructuralism, which are combined with a tough empiricism. For the casual reader or the classroom, this work draws together the ethnographic studies and cutting-edge theories that comprise the anthropology of globalization.

...this useful compendium on "this frontier subject" of anthropology and globalization addresses theories of globalization and their antecedents and considers the changing context of anthropological practice.... Care has gone into crafting a book that is accessible to undergraduates but also valuable to more advanced scholars. Recommended. Upper-division undergraduates and above. Choice. About the Author TED C. LEWELLEN is Professor of Anthropology and former Chair of the Department of Sociology and Anthropology at the University of Richmond, Virginia. He is the author of numerous books, including the Choice Outstanding Academic Book, *Dependency and Development: An Introduction to the Third World* (Bergin Garvey, 1995). He is currently working on a third edition of *Political Anthropology* (Bergin Garvey).