CONTENTS

Preface to the Second Edition Acknowledgments		vii xi
1	Globalization: Consensus and Controversies	7
	Consensus	9
	Controversies	14
	Coda	22
2	Globalization and Human Integration: We Are All Migrants	25
	Globalization as a Deep Historical Process	26
	Utopian Visions: Human Unity as a Theme	29
	Uneven Globalization	32
	We Are All Migrants: Migration and Human Integration	34
3	Globalization and Culture: Three Paradigms	43
	Clash of Civilizations	44
	McDonaldization	51
	Hybridization: The Rhizome of Culture	54
	Futures	58
	Coda	60

the secondary techniques of globalistic and the second

VI @ CONTENTS

4 Globalization as Hybridization	65	
Globalizations Plural	65	
Globalization and Modernity	67	
Structural Hybridization	70	
Global Mélange	75	
Theorizing Hybridity	77	
Politics of Hybridity	80	
Post-hybridity?	83	
Forward Moves	87	
Coda	89	
5 Hybridity, So What? The Anti-hybridity Backlash and the		
Riddles of Recognition	95	
Varieties of Hybridity	97	
The Anti-hybridity Backlash	101	
Hybridity and the longue durée	109	
Boundary Fetishism and Life and Death	113	
Different Cultural Takes on Hybridity	115	
Patterns of Hybridity	118	
So What?	119	
6 Globalization Is Braided: East-West Osmosis	123	
East West	126	
Islam-West	128	
Easternization, Westernization, and Back Again	136	
7 Global Mélange	141	
Notes 1		
Bibliography		
Index		
About the Author		