

CONTENTS

THE PLAN OF THE BOOK	xiii
THE NAME OF THE PEOPLE	xv
1. INTRODUCTION: RUBÉN, BIENVENIDA, AND JAMES	3
2. WELCOME TO THE OLD WORLD	14
3. THE SECOND CONQUEST	27
4. CHRISTOPHER COLUMBUS AT THE TACO BELL	44
5. FULANO DE CUBA	62
6. MENGANO DE PUERTO RICO	77
7. ZUTANO DE MEXICO	95
8. TIME'S FATE	111
9. SHAKESPEARE, CERVANTES, & CO.	118
10. TRUE REVOLUTION	121
11. RACISM AND RACISMO	146
12. LATE ENTRY, EARLY EXIT	172
13. IN SEARCH OF ORDINARINESS	184

14.	THE WALL	213
15.	LATINOS FOR SALE	229
16.	SHOEBOX BUSINESS	244
17.	THE ROUND OF REFUGE	259
18.	THE WAR OF THE ORPHANS	280
19.	THE COUNTRY MOUSE AND THE CITY MOUSE	298
20.	THE CORPORATE FOX AND THE ENTREPRENEURIAL FOX	315
21.	CORRIDOS	341
22.	CHRIST, QUETZALCÓATL, SANTA BARBARA, AND THAT OLD TIME RELIGION	362
23.	NEITHER HERE NOR THERE	381
24.	AN EXPERIMENT IN DEMOCRACY	406
25.	FOR WANT OF A FAMOUS DEATH	430
26.	ESPIRITISMO: CONVERSATIONS WITH ERNESTO	439
27.	EPILOGUE: TESTIMONIOS	445
	ACKNOWLEDGMENTS	479
	BRIEF BIBLIOGRAPHY	481
	GLOSSARY OF WORDS, PHRASES, AND ACRONYMS	491
	INDEX	497