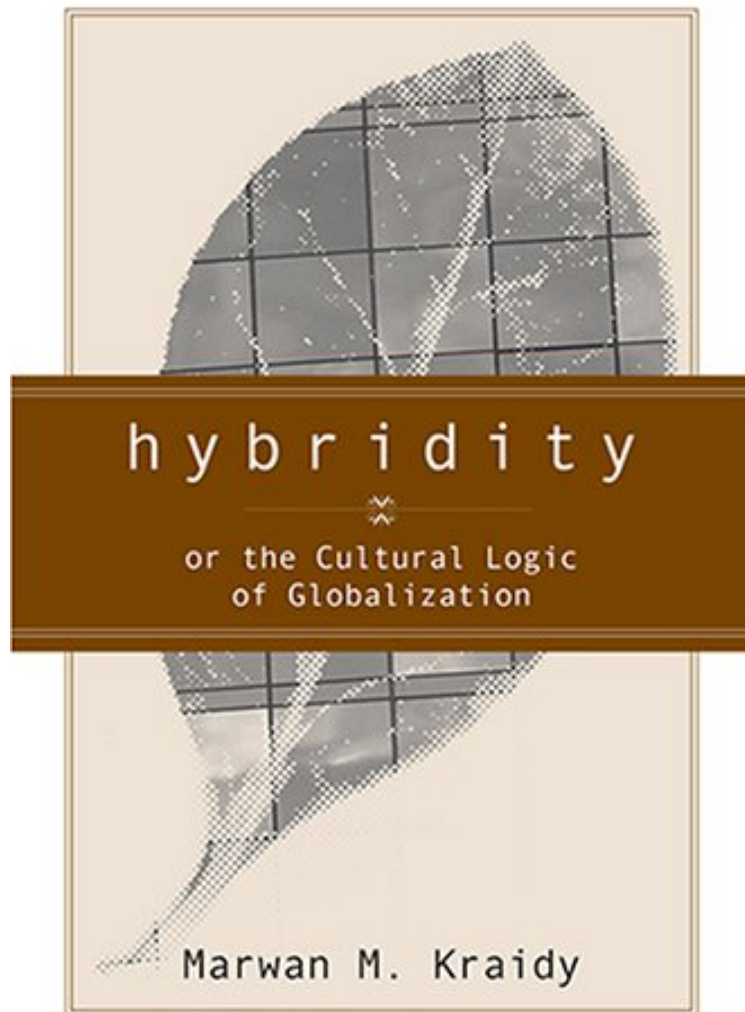


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# Hybridity: The Cultural Logic Of Globalization

*Marwan M. Kraidy*

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"Marwan Kraidy does an incredible job of pulling together and synthesizing a tremendous volume of literature that crosses multiple disciplines. By deftly laying out various discussions about hybridity, Kraidy is able to place his own view into the terrain. His contribution makes important connections between 'political economy' and 'cultural studies.' This is a very useful book for anyone interested in the landscape of hybridity."—Thomas Nakayama, Hugh Downs School of Human Communication, Arizona State University "Hybridity addresses the competing analytical issues raised by the various senses in which hybridity and related metaphors have been used conceptually in globalization, cultural, and media studies discourses. Kraidy seeks to distinguish corporate from critical transculturalism and to argue for the merits of critical versions of transculturalism. I know of no other work which addresses these issues with Kraidy's sweep, or seeks to trace the historical utilization of hybridity as a sociological metaphor. This book will be a very valuable and lucid addition to contemporary debates."—John Downing, Director, Global Media Research Center, College of Mass Communication and Media Arts, Southern Illinois University at Carbondale "This critical and wide-ranging study journeys into the sprawling worlds of hybridity and opens new avenues such as 'critical transculturalism'."—Jan Nederveen Pieterse, Sociology, University of Illinois Urbana-Champaign

From the Publisher: A guide to understanding hybridity—the interaction of cultures

About the Author: Marwan M. Kraidy is Assistant Professor of International Communication at the School of International Service, American University. He is co-editor of *Global Media Studies: Ethnographic Perspectives*.