



Another Arabesque: Syrian-Lebanese Ethnicity in Neoliberal Brazil

John Tofik Karam

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Offering a novel approach to the study of ethnicity in the neoliberal market, "Another Arabesque" is the first full-length book in English to focus on the estimated seven million Arabs in Brazil. With insights gained from interviews and fieldwork, John Tofik Karam examines how Brazilians of Syrian-Lebanese descent have gained greater visibility and prominence as the country has embraced its globalizing economy, particularly its relations with Arab Gulf nations. At the same time, he recounts how Syrian-Lebanese descendants have increasingly self-identified as "Arabs." Karam demonstrates how Syrian-Lebanese ethnicity in Brazil has intensified through market liberalization, government transparency, and consumer diversification. Utilizing an ethnographic approach, he employs current social and business phenomena as springboards for investigation and discussion. Uncovering how Arabness appears in places far from the Middle East, "Another Arabesque" makes a new and valuable contribution to the study of how identity is formed and shaped in the modern world.



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