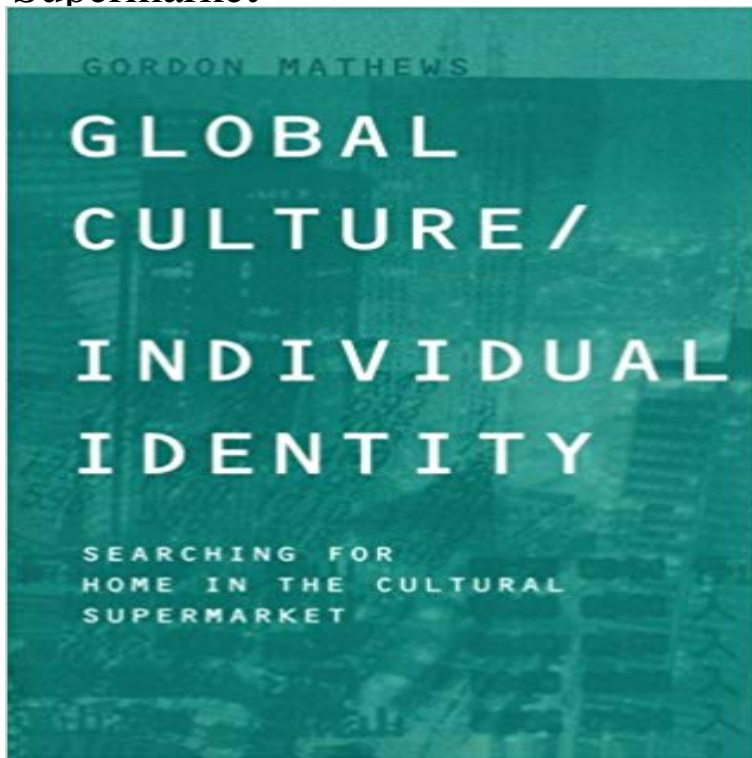


# Global Culture/Individual Identity: Searching for Home in the Cultural Supermarket



Most people still think of themselves as belonging to a particular culture. Yet today, many of us who live in affluent societies choose aspects of our lives from a global cultural supermarket, whether in terms of food, the arts or spiritual beliefs. So if roots are becoming simply one more consumer choice, can we still claim to possess a fundamental cultural identity? Global Culture/Individual Identity focuses on three groups for whom the tension between a particular national culture and the global cultural supermarket is especially acute: Japanese artists, American religious seekers and Hong Kong intellectuals after the handover to China. These ethnographic case studies form the basis for a theory of culture which we can all see reflected in our own lives. Gordon Mathews opens up the complex and debated topics of globalization, culture and identity in a clear and lively style.

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