



The Global Beauty Industry: Colorism, Racism, and the National Body (Framing 21st Century Social Issues)

By Meeta Jha

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The Global Beauty Industry is an interdisciplinary text that uses beauty to explore topics of gender, race, class, colorism, nation, bodies, multiculturalism, transnationalism, and intersectionality. Integrating materials from a wide range of cultural and geo-political contexts, it coalesces with initiatives to produce more internationally relevant curricula in fields such as sociology, as well as cultural, women's/gender, media, and globalization studies.

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Editorial Review

About the Author

Meeta Rani Jha is a feminist sociologist and an anti-racist activist. She is a scholar-in-residence at Beatrice Bain Research Group (BBRG) in the Gender and Women's Studies Department at the University of California, Berkeley, US. She has taught sociology, globalization, transnational feminist cultural studies, critical race, ethnicity, and media studies at a number of universities in the San Francisco Bay area (currently at the University of San Francisco, US) and in London. For a long time she was a community organizer on issues of racial discrimination, low pay, migration, domestic violence, and homeworking in the UK.

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