

2007

Sociology

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"Yancey masterfully details the promises and pitfalls of interracial contact in the 21st century. Tight, solid, gutsy ... an outstanding contribution to understanding our collective human future."

—DAVID BRUNSMAN

In this thought-provoking analysis, George Yancey reevaluates the controversial "contact hypothesis" as he explores if and when interracial contact can combat the racial animosity and inequality permeating US society.

Yancey draws on quantitative and qualitative investigations of interracial religious congregations, families, and friendships to demonstrate that extensive interactions with people of color can alter the racial attitudes of whites. In the process, he challenges the assumption that contact necessarily results in people of color assimilating white values and culture: it may strengthen their socioeconomic positions, but it does not subvert their racial identity. Contact, Yancey concludes, is not a panacea for society's racial ills—but it *is* a vital supplement to the structural changes that must occur.

George Yancey is associate professor of sociology at the University of North Texas.

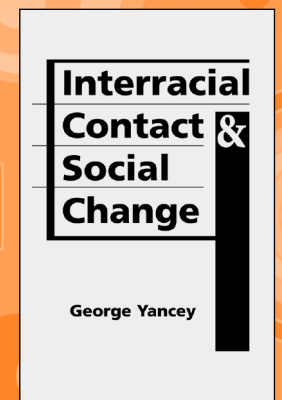
Contents

- Contact: Part of the Problem, or the Solution?
- The Potential Effects of Interracial Contact.
- Where is Interracial Contact the Most Powerful?
- Does Interracial Contact Change Racial Attitudes?
- Pathways to Change.
- Interracial Contact and People of Color.
- Conclusion: Supporting Change.

May 2007/ca. 190 pages LC: 2006035876
ISBN: 978-1-58826-508-1 hc £30.50/\$49.95

Interracial Contact and Social Change

George Yancey

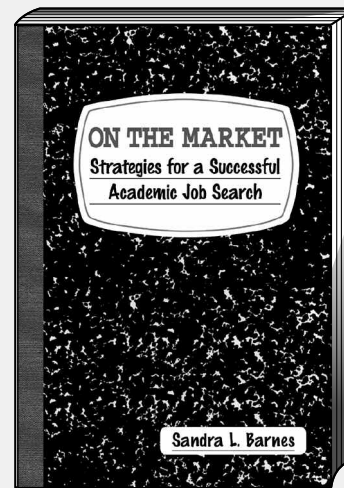


On the Market: Strategies for a Successful Academic Job Search

SANDRA L. BARNES

“All graduate students in the social sciences and humanities should be given a copy of this book on the day that they start graduate school. It not only tells one how to navigate the job market, but is an excellent guide to planning an academic career.”

—Kenneth J. Meier, Texas A&M University



“A wonderful array of wide-ranging suggestions and strategies. The presentation of timelines, outlines for paper presentations and publications, CVs, and teaching portfolios are invaluable ... not only highly useful for graduate students, but also an excellent addition to departmental professional resource libraries.”

—Davita Silfen Glasberg, University of Connecticut

“Few resources speak so directly to the challenges facing new/newer Ph.D.s in the social and behavioral sciences. Barnes addresses the key topics that job candidates face as they seek academic positions, and does so in an engaging, accessible way.” —Adina Nack, California Lutheran University

Sandra Barnes presents both big-picture strategic thinking and nuts-and-bolts suggestions to help junior scholars identify their ideal job—and then land it.

Features of *On the Market* include:

- checklists for navigating the search process
- clues to “reading between the lines” of job postings
- no-nonsense tips—the “dos and don’ts”—for a variety of interview settings
- frank discussion of both the professional and the personal aspects of any job search
- attention to the concerns of nontraditional and underrepresented groups

Sandra L. Barnes is associate professor of sociology and African American studies at Purdue University.

CONTENTS: The Academic Job Market. Maximizing the Graduate School Experience. The Application Process. The Teaching Portfolio. The Interview Process. Other Employment Options. A Personal Fit. Considerations for Nontraditional and Underrepresented Groups. Returning to the Job Market: The Pre-Tenure Search. Conclusion: Balancing the Professional and the Personal.

May 2007/ca. 215 pages

ISBN: 978-1-58826-511-1 • hc £33.50/\$55

ISBN: 978-1-58826-535-7 • pb £13.95/\$22.50

No examination copies

“Accessible and thorough. Recommended as a textbook, or to anyone wanting a simple and clear introduction to the topic.”

—PATRICIA MARKLEY, *MULTICULTURAL REVIEW*

“A great teaching resource.... *Understanding Diversity* is clearly written with the expertise of someone who has experienced all of the common questions, misconceptions, and challenges that students typically bring to the classroom, and it tackles each one with conceptually rigorous and empirically grounded arguments, all presented in an accessible style.”

—EILEEN O'BRIEN

“This clear, concise book will provide students, scholars, and practitioners with a solid grounding in the complexity of diversity issues in our contemporary world.... a much-needed volume.”

—MARK CHRISTIAN

What is diversity? How does prejudice show itself? What are the societal consequences of discrimination—toward women? gays? people of color? the poor? Has anything changed over the past 40 years? These are just some of the questions addressed in this introduction to the issues and controversies surrounding the concepts of class, race, gender, and sexual orientation.

The opening chapter of *Understanding Diversity* establishes both the importance of the subject—in a “real-life” way—and the necessity of a multilevel approach to exploring it. Chapters on class, race, gender, and sexual orientation are then organized around four consistent themes: terminology, descriptive statistics, prejudice and ideology, and discrimination. A discussion of US social movements and contemporary change organizations rounds out the book.

Accessible and practical, yet theoretically rich, *Understanding Diversity* is the perfect companion to the many diversity anthologies on the market.

Fred L. Pincus is professor of sociology at the University of Maryland, Baltimore County.

Contents

- Introduction.
- Basic Concepts of Diversity.
- Class.
- Race.
- Gender.
- Sexual Orientation.
- Social Change and Social Movements.

2006/169 pages

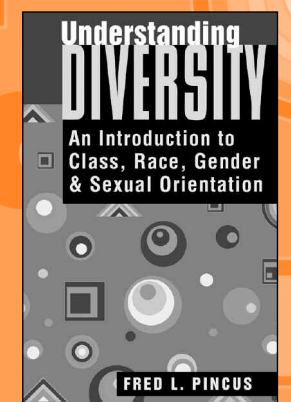
LC: 2005029745

ISBN: 978-1-58826-426-8 hc £30.50/\$49.95

ISBN: 978-1-58826-402-2 pb £11.95/\$19.95

Understanding Diversity: An Introduction to Class, Race, Gender, and Sexual Orientation

Fred L. Pincus



“A hard-hitting critique of multiracial identity scholarship.... Challenging the most basic of assumptions, Spencer’s book has the potential to raise the standards of an entire field of study.”

—KERRY ANN ROCKQUEMORE

“A brilliant book, well written, a breath of fresh air.... Spencer’s careful analysis of research on multiracial identity is a prelude to hard-hitting ideas that will make the reader think.”

—ROBERT M. MOORE III

What is multiracialism—and what are the theoretical consequences and practical costs of asserting a multiracial identity? Arguing that the multiracial movement bolsters, rather than subverts, traditional categories of race, Rainier Spencer critically assesses current scholarship in support of multiracial identity.

Rainier Spencer is director of the Afro-American Studies Program and associate professor in the Department of Anthropology and Ethnic Studies at the University of Nevada, Las Vegas.

Contents

- Introduction: Expecting Excellence in the Field of Multiracial Identity Studies.
- Projection as Reality: Three Authors, Three Studies, One Problem.
- Psychobabble, Socioblather, and the Reinscription of the Pathology Paradigm.
- White Mothers, the *Loving* Legend, and Manufacturing a Biracial Baby Boom.
- Distinction Without Difference: The Insidious Argument for First-Generation Black/White Multiracial Identity.
- The Road Forward.

2006/135 pages

LC: 2006011919

ISBN: 978-1-58826-424-4

hc £21.50/\$35

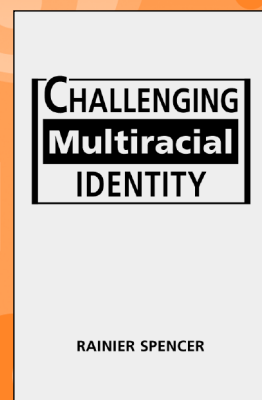


You and your library . . .

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Challenging Multiracial Identity

Rainier Spencer



“An outstanding and thoroughly accessible study of racial issues and cultural trends in modern America.”

—THE BOOKWATCH

“Strategically and masterfully authored chapters ... presenting depth, breadth, and a variety of topical investigations substantiated by theoretical, empirical, and innovative analysis in an interdisciplinary context.... Highly recommended.”—CHOICE

“Mixed Messages *will help shape the discourse on race for years to come.*”

—ASHLEY W. DOANE

The experiences and voices of multiracial individuals are challenging current categories of race, profoundly altering the meaning of racial identity and in the process changing the cultural fabric of the nation. Exploring this new reality, the authors of *Mixed Messages* examine what we know about multiracial identities—and the implications of those identities for fundamental issues of justice and equality.

David L. Brunnsma is associate professor of sociology and black studies at the University of Missouri.

Contents

- Mixed Messages: Doing Race in the Color-Blind Era—*D.L. Brunnsma*.
- SHIFTING COLOR LINES.
- Defining Race: Comparative Perspectives—*F.J. Davis*.
- Black, Honorary White, White: The Future of Race in the United States?—*E. Bonilla-Silva and D.E. Embrick*.
- Racial Justice in a Black/Nonblack Society—*G. Yancey*.
- Carving Out a Middle Ground: The Case of Hawai’i—*J. Moniz and P. Spickard*.
- New Racial Identities, Old Arguments: Continuing Biological Reification—*R. Spencer*.
- Color Blindness: An Obstacle to Racial Justice?—*C.A. Gallagher*.
- Racism, Whitespace, and the Rise of the Neo-Mulattos—*H.D. Horton*.

MANIPULATING MULTIRACIAL IDENTITIES.

- Race, Multiraciality, and the Neoconservative Agenda—*G.R. Daniel and J.M. Castañeda-Liles*.
- White Supremacists in the Color-Blind Era: Redefining Multiracial and White Identities—*A.L. Ferber*.
- Defining Racism to Achieve Goals: The Multiracial and Black Reparations Movements—*J.E. Foster*.
- Selling Mixedness: Marketing with Multiracial Identities—*K.M. DaCosta*.

SOCIALIZATION IN MULTIRACIAL FAMILIES.

- It All Starts at Home: Racial Socialization in Multiracial Families—*K.A. Rockquemore et al.*
- Racial Logics and (Trans)Racial Identities: A View from Britain—*F.W. Twine*.
- Black and White: Family Opposition to Becoming Multiracial—*E.C. Childs*.

DILEMMAS OF MULTIRACIAL IDENTITY.

- Negotiating Racial Identity in Social Interactions—*R.L. Lewis and K. Bell*.
- Black/White Friendships in a Color-Blind Society—*K. Korgen and E. O’Brien*.
- Black and Latino: Dominican Americans Negotiate Racial Worlds—*B. Bailey*.
- Finding a Home: Housing the Color Line—*H. Dalmage*.
- Confronting Racism in the Therapist’s Office—*K. Owusu-Bempah*.
- Culture and Identity in Mixed-Race Women’s Lives—*D. Storrs*.

2006/405 pages

LC: 2005018523

ISBN: 978-1-58826-372-8

hc £39.95/\$65

ISBN: 978-1-58826-398-8

pb £15.95/\$26.50

Mixed Messages: Multiracial Identities in the “Color-Blind” Era

David L. Brunnsma,
editor



“Privileged Places blends clear theory, powerful analysis, and bold policy prescription to provide an eye-opening portrait of how race and class are written onto our cities and how, in turn, those places perpetuate race and class inequalities.”

—MARY PATTILLO

“For those who believe race no longer matters, this is a must read. Privileged Places delineates how spatial arrangements compound racial and economic inequalities with inequities in exposure to crime, recidivism, and their many social costs.”

—JAMES AUSTIN

“The most definitive analysis to date of how residence is a root cause of racial inequality in life-chance opportunities.”

—GEORGE WILSON

“Excellent.... An original and significant contribution to the study of place stratification.”

—THOMAS McNULTY

In the United States today, quality of life depends heavily on where one lives—but high levels of racial segregation in residential communities make it

frustratingly difficult to disentangle the effects of place from those of race. Gregory Squires and Charis Kubrin tackle these issues head-on, exploring how inequities resulting from the intersection of race and place, coupled with the effects of public policy, permeate and shape structures of opportunity in the United States.

Gregory D. Squires is professor of sociology at George Washington University. Charis E. Kubrin is associate professor of sociology at George Washington University.

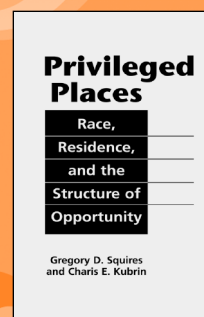
Contents

- Race and Place.
- Accessing Traditionally Inaccessible Neighborhoods.
- Predatory Lending: The New Redlining.
- Racial Profiling, Insurance Style.
- How Home Mortgage Money Reduces Crime.
- Residence and Recidivism.
- Race, Place, and the Politics of Privilege.

2006/183 pages LC: 2006011920
ISBN: 978-1-58826-449-7 hc £30.50/\$49.95

Privileged Places: Race, Residence, and the Structure of Opportunity

Gregory D. Squires and
Charis E. Kubrin



“A necessary read.... *Who Is White?* is more than a rich sociological study; it also serves as a blueprint for the political possibilities that lie before us if left unaddressed.”

—TAMARA K. NOPPER, *THE BLACK COMMENTATOR*

“A provocative book that gives readers much pause for thought about racial dynamics in American society.”

—ZHENCHAO QIAN, *CONTEMPORARY SOCIOLOGY*

“A balanced effort to debunk the apparently common idea that ‘whites’ will become a racial minority by 2050.”

—CHOICE

By the year 2050, whites will be a numerical racial minority, albeit the largest minority, in the United States.” This statement, asserts George Yancey, while statistically correct, is nonetheless false.

Yancey marshals compelling evidence to show that the definition of who is “white” is changing rapidly, with nonblack minorities accepting the perspectives of the current white majority group and, in turn, being increasingly assimilated. In contrast, African Americans continue to experience high levels of alienation. To understand the racial reality in the United States, Yancey demonstrates, it is essential to discard

the traditional white/nonwhite dichotomy and to explore the implications of the changing color of whiteness.

George Yancey is associate professor of sociology at the University of North Texas.

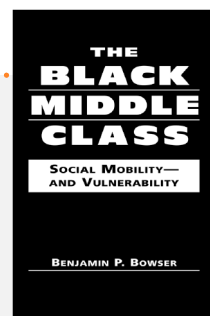
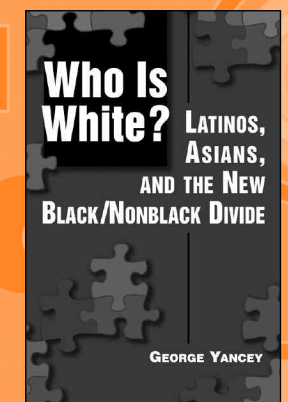
Contents

- Alienation and Race in the United States.
- How To Become White.
- “They Are OK—Just Keep Them Away From Me”: Residential and Marital Segregation Patterns.
- The End of the Rainbow Coalition.
- The Changing Significance of “Latino” and “Asian.”
- The Black/Nonblack Society.

paperback 2005/230 pages LC: 2002190869
ISBN: 978-1-58826-337-7 pb £13.95/\$22.50

Who Is White? Latinos, Asians, and the New Black/Nonblack Divide

George Yancey



The Black Middle Class: Social Mobility—and Vulnerability

Benjamin P. Bowser

“The most innovative, thought-provoking work on the nature of race and class that has been written in the last 20 years.... a truly important critical statement.”

—HAYWARD DERRICK HORTON

The widespread presence of successful African Americans in virtually all walks of life has led many in the United States to believe that the races are now on an equal footing—and that color blindness is the most appropriate way to deal with racial difference. In strong contrast, Benjamin Bowser argues that the seemingly comparable black and white middle classes, while inextricably linked, in fact exist on entirely

different economic planes.

Probing the subtle inner workings of contemporary class dynamics, Bowser demonstrates that belief in comparability is based not in reality, but in hopes, sentiment, and ideology. His focus on the structural barriers that underlie differences in black and white achievement makes it clear that the national racial dilemma has not been solved, but only transformed, and that issues of race and class are inseparable in the United States.

Benjamin P. Bowser is professor of sociology at California State University, East Bay.

Contents

- Introduction.
- Putting Class in Context.
- The Emergence of a Black Middle Class.
- The Class That Jim Crow Built.
- Comparability ... Not.
- From Affirmative Action to Diversity.
- Anatomy of Today’s Black Middle Class.
- The Future of Race, Economic Inequality, and Class.

2007/191 pages LC: 2006015765
ISBN: 978-1-58826-455-8 hc £30.50/\$49.95



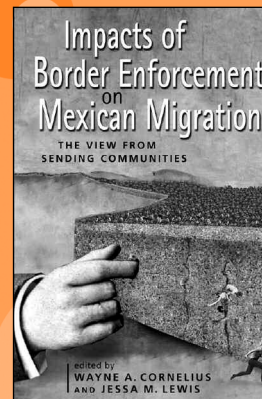
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NEW!

Impacts of Border Enforcement on Mexican Migration: The View from Sending Communities

Wayne A. Cornelius
and Jessa M. Lewis,
editors



specialization in international migration, at the University of California, San Diego.

Contents

- Introduction—*W.A. Cornelius.*
- Profiles of the Research Communities? —*Y. Barajas, J. Besada, E. Valdez-Suiter, and C. White.*
- The Contemporary Migration Process? —*S. Gaytán, E. Lucio, F. Shaiq, and A. Urdanivia.*
- Impacts of US Immigration Policies on Migration Behavior?—*J. Fuentes, H. L'Esperance, R. Pérez, and C. White.*
- Settlement in the United States? —*H. López, R. Oliphant, and E. Tejada.*
- Gender Differences in Migration —*N. Rosas-López, N. Pagaza, and E. Valdez-Suiter.*
- Generational Differences in Migration —*S. Aguilar, M. Cornejo, and L.M. Henríquez.*
- Migration and Local Development —*B. Cantú, F. Shaiq, and A. Urdanivia.*
- Migration and Political Involvement —*W. Chiu and M. Gutiérrez.*

2007/175 pages
ISBN: 978-0-9702838-6-3 hc £31.95/\$52
ISBN: 978-0-9702838-7-0 pb £13.50/\$22
Distributed for the Center for Comparative Immigration Studies at the University of California, San Diego

This important new book reveals how the stricter US border-control activities of the past decade have affected the behavior of migrants and potential migrants in rural Mexico.

The authors establish direct links between changes in immigration-control policies and changes in the decision to migrate, choice of destination, mode of entry, and inclination to participate in a temporary worker program. They also point to the unintended consequences of new control measures, such as the increasing rate of settlement among illegal migrants, higher fees paid to professional people-smugglers, increased injury and fatality rates due to clandestine entry, and changing composition of migrant flows. Collectively, they present detailed and direct evidence of the failure of post-1993 US strategy to deter unauthorized entry across the US-Mexico border, and the reasons for this failure.

Wayne A. Cornelius is director of the Center for Comparative Immigration Studies, distinguished professor of political science, and Gildred Professor of US-Mexican Relations at the University of California, San Diego. **Jessa M. Lewis** is a graduate of the M.A. program in Latin American studies with

CHOICE OUTSTANDING ACADEMIC TITLE!

“A comprehensive, contemporary portrait of the nearly 8 million Puerto Ricans almost evenly divided between the island itself and across the US mainland and Hawai’i.... A valuable reference work and ... an accessible one-volume introduction to US Puerto Ricans.... Essential.”

—CHOICE

“This outstanding book ... is invaluable—and destined to become required reading.”—WILLIAM VÉLEZ

“Written in elegant and accessible prose, and grounded in a thoroughly interdisciplinary approach, this book provides a coherent and well-documented overview of Puerto Rico and the Puerto Rican diaspora in the United States.... [It] is a must for scholars, students, and all who want to understand the anomaly of Puerto Rico’s history and status in the US context.”

—SUZANNE OBOLER

“Weaving together the story of Puerto Ricans on the island with an account of their compatriots on the mainland, Acosta-Belén and Santiago offer an insightful and nuanced assessment of the possibilities, as well as the problems, facing this dynamic, mobile, and ever-changing population.” —DOUGLAS S. MASSEY

Though their presence in the United States is long standing, knowledge about Puerto Ricans—their culture, history, socioeconomic status, and contributions—has been decidedly inadequate. Edna Acosta-Belén and Carlos Santiago change this status quo, presenting a nuanced portrait of both the community today and the trajectory of its development.

The authors move deftly from Puerto Rico’s colonial experience, through a series of waves of migration, to the emergence of the commuter pat-

terns seen today. Not least, they draw on extensive data to dispel widespread myths and stereotypes. Their work is a long overdue corrective to conventional wisdom about the role of the Puerto Rican community within US society.

Edna Acosta-Belén is Distinguished Professor of Latin American, Caribbean, and women’s studies at the University at Albany, SUNY, where she is also director of the Center for Latino, Latin American, and Caribbean Studies. **Carlos E. Santiago** is chancellor of the University of Wisconsin, Milwaukee, and professor in the university’s Department of Economics.

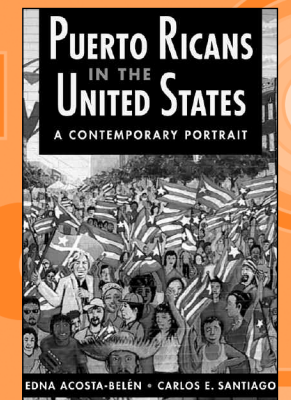
Contents

- Introduction: Portrait of a Commuter Nation.
- The Colonial Experience.
- Migrations Before World War II.
- Postwar Migration Patterns.
- A Demographic Portrait.
- Social and Civil Rights Struggles.
- Voices and Images of the Diaspora.
- Overcoming the Colonial Experience: Future Challenges.
- Brief Chronology of Puerto Rican History.

2006/273 pages LC: 2006002396
ISBN: 978-1-58826-399-5 hc £33.50/\$55
ISBN: 978-1-58826-400-8 pb £13.95/\$22.50
Latinos: Exploring Diversity and Change

Puerto Ricans in the United States: A Contemporary Portrait

Edna Acosta-Belén and
Carlos E. Santiago



2ND EDITION!

Why is the composition of the prison population substantially different from that of the larger society? Why is corporate crime so neglected by the criminal justice system? What have been the results of the “war on drugs”? *Crime, Justice, and Society* explores these and other significant questions in a compelling introduction to criminology.

Highlighting issues of class, race, ethnicity, and gender, the authors present the study of crime and criminals in an accessible manner. While innovative, their book is organized as a core text for standard introductory criminology courses.

The many outstanding features of this new edition include:

- Strong theoretical coverage, enhanced by a new chapter on critical theory.
- Discussion of a comprehensive range of topics—from organized crime, street crime, and sexual violence to political crime, corporate fraud, and police profiling.
- Real-life examples, conveying the experiences of offenders, victims, and criminal justice personnel.
- An approach that facilitates critical thinking.

Ronald J. Berger is professor of sociology and coordinator of the Criminal Justice Program at the University of Wisconsin–Whitewater.

Marvin D. Free Jr. is professor of sociology at the University of Wisconsin–Whitewater. **Patricia Searles** is professor of sociology and women’s studies and chair of the Sociology Department at the University of Wisconsin–Whitewater.

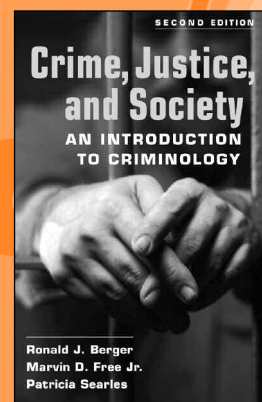
Contents

- Perspectives on the Problem of Crime. METHODS AND THEORIES.
- Crime Data and Methods of Research.
- Individualistic Explanations of Criminal Behavior.
- Sociological Explanations of Criminal Behavior.
- Conflict Theory and Critical Criminology. PATTERNS OF CRIMINALITY AND VICTIMIZATION.
- Corporate and Organized Crime.
- Street Crime.
- Gender and Crime.
- Sexual Violence.
- Political and Governmental Crime. CRIMINAL JUSTICE AND THE SEARCH FOR SOLUTIONS.
- The Police and the Courts.
- Punishment and Prisons.
- Community Corrections and Alternative Solutions.

2004/585 pages LC: 200407791
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No rights in South Asia

Crime, Justice, and Society: An Introduction to Criminology

*Ronald J. Berger,
Marvin D. Free Jr.,
and Patricia Searles*



NEW!

“Lively and readable.... Waters brings together a wealth of fascinating material on violence and, by putting criminal homicide in its larger context, fills a hole in the literature. The book will be valuable to scholars and students alike.”

—MARK COONEY

“Waters deftly explores the social construction of killing across time and place, offering vivid examples to illustrate the importance of this neglected topic. Entertaining enough to hold the attention of undergraduates, yet analytical enough to be used by graduate students and scholars, *When Killing Is a Crime* should appeal to anyone who studies crime.”

—MATTHEW T. LEE

When Killing Is a Crime

Tony Waters

Taking another person’s life is the crime for which every society reserves the strongest of punishments. But why (and when) is the act of killing sometimes defined as murder—as inexcusable—and sometimes considered a justifiable, or even righteous, act? Grappling with this ambiguity, Tony Waters sheds light on the sociology of murder.

This innovative text draws on wide-ranging case studies of killing—from urban gangs in Washington, D.C., to the Salem witchcraft trials, from the “Wild West” to blood feuds in modern Albania, from dueling gentlemen to government-orchestrated mass executions—to illustrate the process of criminalization. Along the way, it looks at both the micro-sociological level of the violent act itself and the macro-level of society’s reaction. *When Killing Is a Crime* will leave students with a clear

understanding of how differences in culture, status, power, technology, and legal systems pattern violence and murder.

Tony Waters is associate professor of sociology at California State University, Chico.

Contents

- The Criminalization of Killing.
- The Invention of Murder: Killing and the Law.
- The Ecology of Violence: From Hurt Feelings to Fatal Blows.
- Societies Respond to Killers: The Need for Catharsis and Outrage.
- When the State Kills: Execution, War, and Genocide.
- Understanding the Sociology of Killing.

August 2007/ca. 230 pages
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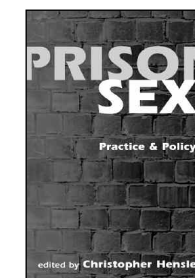
Prison Sex: Practice and Policy

Christopher Hensley, editor

“Perhaps the single most comprehensive resource to date on this subject.” —LEANNE FIFTAL ALARID, *CRIME, LAW, AND SOCIAL CHANGE*

“In 10 well written selections, the contributors ... have compiled, synthesized, and explained the extant research literature on a subject that typically is neglected in the literature of corrections.”

—CHRISTOPHER E. SMITH, *CRIMINAL JUSTICE REVIEW*



2002/189 pages LC: 2001058463
ISBN: 978-1-58826-063-5 hc £30.50/\$49.95
ISBN: 978-1-58826-087-1 pb £11.95/\$19.95

PRAISE FOR THE 1ST EDITION:

“A much needed exploration into media coverage and audience reaction to high-profile criminal cases.... Clearly written and accessible.”
—DIANA OWEN, *POLITICAL SCIENCE QUARTERLY*

“A timely, provocative, and data-rich study.”
—SCOTT L. ALTHAUS, *HARVARD INTERNATIONAL JOURNAL OF PRESS/POLITICS*

This new edition of *Tabloid Justice* reveals that, although the media focus on high-profile criminal trials is thought by many to have diminished in the years since the September 11 terrorist attacks, the polarized, partisan coverage of these trials has in fact intensified. The authors investigate the profoundly negative impact of the media's coverage of the criminal justice system—coverage that frequently highlights and aggravates the deepest divisions in US society.

Features of the new edition include results of a recent national poll, richer demographic data, and discussion of the blogosphere's rising significance. Thorough analysis of recent tabloid cases (featuring Kobe Bryant, Michael Jackson, Dennis Kozlowski, Scott Peterson, and Martha Stewart) provides a contemporary window on the tactics of a media driven by profit to the detriment of political and legal principles.

Richard L. Fox is professor of political science at Union College. **Robert W. Van Sickle** is assistant pro-

fessor of political science at Indiana State University. **Thomas L. Steiger** is professor of sociology at Indiana State University.

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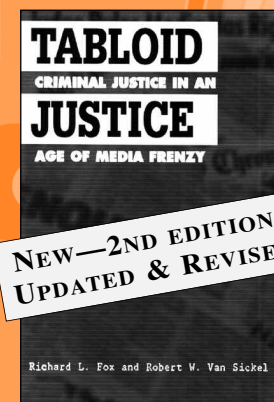
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*Richard L. Fox,
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Vernetta D. Young and **Rebecca Reviere** are associate professors of sociology at Howard University.

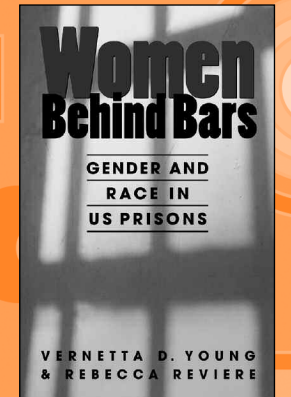
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Kissling reveals how corporations capitalize on long-standing negative attitudes about menses to sell solutions for nonexistent problems.

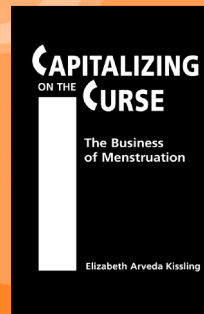
The commercialization of menstruation, Kissling acknowledges, has in many ways been positive: women embrace readily available, reasonably priced, and easy-to-use products with good reason. But it has also been one of the worst things to happen to women. Documenting how industry advertising portrays women as "the weaker sex," Kissling explores the profound gender bias inherent in—and reinforced by—the business of menstruation.

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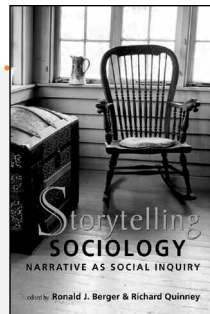
Capitalizing on the Curse: The Business of Menstruation

Elizabeth Arveda Kissling



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Ronald J. Berger and Richard Quinney, editors



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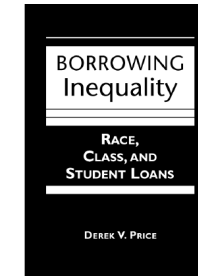
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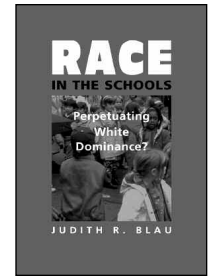
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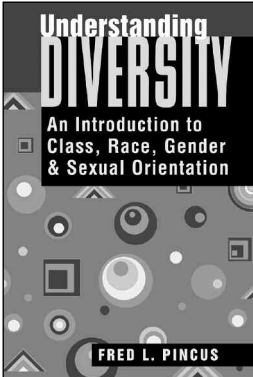
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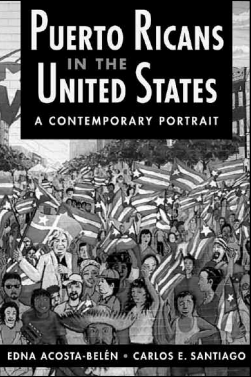
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