

## Latinos Inc The Marketing And Making Of A People

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In Latinos Inc.:The Marketing and Making of a People (University of California Press, updated ed. 2012) Arlene Davila, Professor of Anthropology at New York University, questions the profound influence of the Hispanic-Latina/o marketing industry in defining notions of Latina/o identity and culture.Providing an ethnography

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## **Arlene Davila, "Latinos, Inc.: The Marketing and Making of ...**

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