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In this pathbreaking study, Micaela di Leonardo reveals the face of power within the mask of cultural difference. From the 1893 World's Fair to Body Shop advertisements, di Leonardo focuses on the intimate and shifting relations between popular portrayals of exotic Others and the practice of anthropology. In so doing, she casts new light on gender, race, and the public sphere in America's past and present.

"An impressive work of scholarship that is mordantly witty, passionately argued, and takes no prisoners." _Lesley Gill, News Politics

"[Micaela] di Leonardo eloquently argues for the importance of empirical, interdisciplinary social science in addressing the tragedy that is urban America at the end of the century." _Jonathan Spencer, Times Literary Supplement

"In her quirky new contribution to the American culture brawl, feminist anthropologist Micaela di Leonardo explains how anthropologists, 'technicians of the sacred,' have distorted American popular debate and social life." _Rachel Mattson, Voice Literary Supplement

"At the end of di Leonardo's analyses one is struck by her rare combination of rigor and passion. Simply, [she] is a marvelous iconoclast." _Matthew T. McGuire, Boston Book Review