CONTENTS

Introduction
Patricia Ventura

Why 'We' Lovehate 'You'
Paul Smith

Cosmopolitanism, America, and the Welfare State
Bruce Robbins

Global Irony: Politics inside Globalization
inside Americanization
Russ Castronovo

The Americanization of Yoga? Understanding
Intellectual Property Rights in the Context of Global Capitalism
Caren Irr

The Pretty Woman Goes Global: Or, Learning to
Love "Americanization" in Notting Hill
Phillip E. Wegner