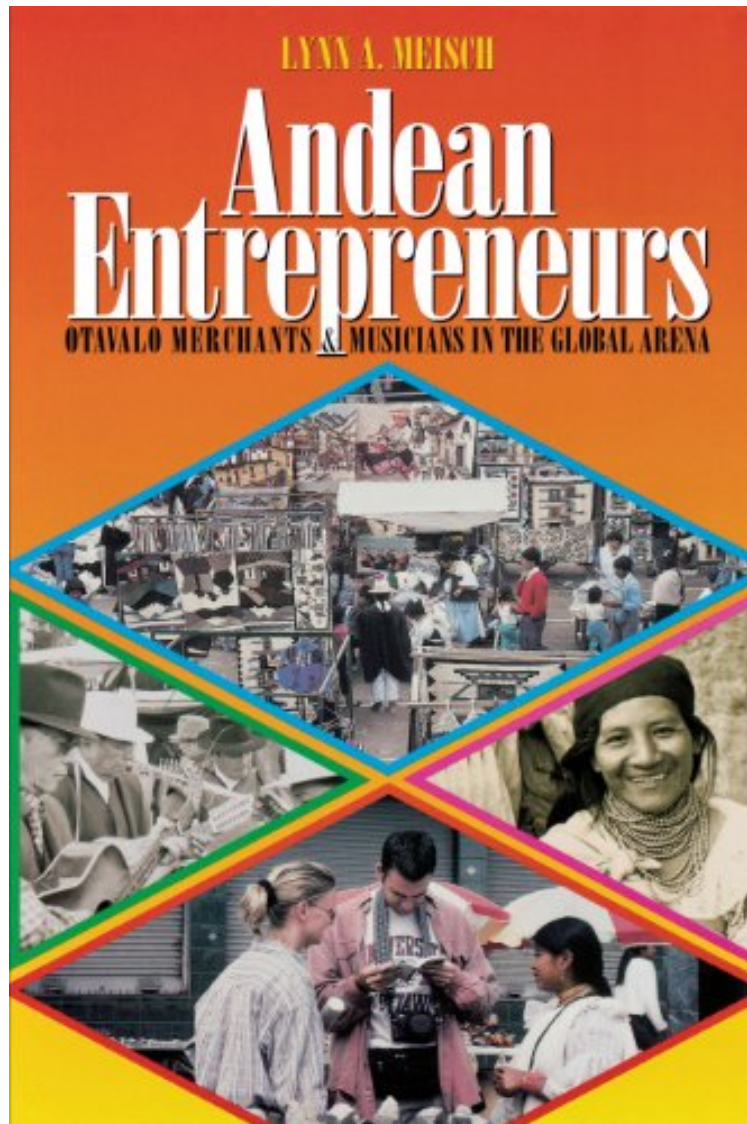


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## **Andean Entrepreneurs: Otavalo Merchants and Musicians in the Global Arena (Joe R. and Teresa Lozana Long Series in Latin American and Latino Art and Culture (Paperback))**

*Lynn A. Meisch*

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**Lynn A. Meisch : Andean Entrepreneurs: Otavalo Merchants and Musicians in the Global Arena (Joe R. and Teresa Lozana Long Series in Latin American and Latino Art and Culture (Paperback))** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Andean Entrepreneurs: Otavalo Merchants and Musicians in the Global Arena (Joe R. and Teresa Lozana Long Series in Latin American and Latino Art and Culture (Paperback)):

4 of 4 people found the following review helpful. A perfect follow-up for a visit to EcuadorBy Suzanne MarionUpon the recommendation of the owner of the mountain lodge where we stayed in Otavalo, Ecuador, I ordered *Andean Entrepreneurs* following our return home. Lynn Meisch has written a highly readable book about the people and commerce of that region, well-researched and full of interesting detail. It is warm and human, reflecting her love of the Otavalos, with whom she lived for long periods of time. It was fascinating to learn so much about the music, the style of dress, customs, families, entrepreneurial spirit, and long-standing skill with weaving and textiles among these kind people with whom I had enjoyed an interesting visit. This book will be quite valuable for anyone contemplating a visit to Ecuador, or who has returned from time spent there.0 of 0 people found the following review helpful. A comprehensive study of indigenous Andean EntrepreneursBy CustomerThis book took me back to my own time living in Ecuador. Having visited the Otavalo market numerous times I had no idea of the extent of their involvement in commerce outside. Dr. Meisch did a great study; I learned a great deal from her work.0 of 0 people found the following review helpful. Excellent and detailed history of the Otavalos and how they ...By Cheryl GriebenowExcellent and detailed history of the Otavalos and how they defied the odds to rise above poverty and servitude. Their incredible talents as artisans and musicians carried them into the world beyond Ecuador. Yet, they retained an amazing cultural identity.

Native to a high valley in the Andes of Ecuador, the Otavalos are an indigenous people whose handcrafted textiles and traditional music are now sold in countries around the globe. Known as weavers and merchants since pre-Inca times, Otavalos today live and work in over thirty countries on six continents, while hosting more than 145,000 tourists annually at their Saturday market. In this ethnography of the globalization process, Lynn A. Meisch looks at how participation in the global economy has affected Otavalo identity and culture since the 1970s. Drawing on nearly thirty years of fieldwork, she covers many areas of Otavalo life, including the development of weaving and music as business enterprises, the increase in tourism to Otavalo, the diaspora of Otavalo merchants and musicians around the world, changing social relations at home, the growth of indigenous political power, and current debates within the Otavalo community over preserving cultural identity in the face of globalization and transnational migration. Refuting the belief that contact with the wider world inevitably destroys indigenous societies, Meisch demonstrates that Otavalos are preserving many features of their culture while adopting and adapting modern technologies and practices they find useful.

"Meisch is a master ethnographer of the postcolonial situation. When nobody remembers the faddish side of postcolonial studies, readers will still be poring over this book to find out how indigenous America threw the 'mestizo-white' establishment for a judo loop at the end of the twentieth century." (Frank Salomon, Professor of Anthropology, University of Wisconsin) "Meisch is a master ethnographer of the postcolonial situation. When nobody remembers the faddish side of postcolonial studies, readers will still be poring over this book to find out how indigenous America threw the 'mestizo-white' establishment for a judo loop at the end of the twentieth century." (Frank Salomon, Professor of Anthropology, University of Wisconsin) About the Author LYNN A. MEISCH is Associate Professor of Anthropology at St. Mary's College of California, Moraga. She has known Otavalo as "a traveler, independent scholar, tour guide, development worker and teacher of textile techniques, leader of study abroad programs, textile collector for museum exhibitions, anthropologist, and godmother to eighteen children from both indigenous and white-mestizo families of varying social and economic classes."