Book Review: Manufacturing suburbs: building work and home on the metropolitan fringe. Edited by Robert Lewis. Philadelphia. Temple University Press 2004. ISBN 1-59213-085-2, 1-59213-086-0

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Bruce Elliott, in his chapter on return to rural Ireland from the United States, considers transnationalism as well as discussing attempts to define various migrant movements.

Overall, then, *Emigrant homecomings* stresses the importance of return migrants/ return movements to processes of migration, and in this respect is a valuable text. However, the book lacks critical engagement with the key themes in contemporary studies of (trans)migration, including – despite its claims – the complexity of identity and notions of home; and in this respect it was disappointing.

Canberra, Australia   GEORGINA GOWANS

Manufacturing suburbs: building work and home on the metropolitan fringe. Edited by Robert Lewis. Philadelphia. Temple University Press. 2004. 304 pp. $68.50 cloth; $24.95 paper. ISBN 1 59213 085 2 cloth; 1 59213 086 0 $24.95 paper.

The contributors to *Manufacturing suburbs* all question the conventional understanding of the North American suburbanization process as one led by the establishment of dormitory spaces for the Anglo bourgeoisie outside the city alongside the evolution of mass transportation allowing commuting to work. While this pattern of 'residential suburbanization' did occur, *Manufacturing suburbs* shows that it was accompanied by more complex and varied sets of processes. The focus of the book is 'industrial suburbanization' between 1850 and 1950. It demonstrates how the expansion of industry to the urban fringes often played an integral or primary role in the development of suburbia from the start of this period, not remaining insignificant until after the Second World War, as is customarily believed.

While many places and factors are discussed in this book, the main thrust of industrial suburbanization involved housing following industry to the suburbs to accommodate workers' daily walk to employment. When transport did play a role in suburbanization, it often concerned freight not people movement. Another interesting twist is recorded in Heather Barrow's chapter, which shows the influence of the Ford car business on industrial (rather than residential) suburbanization in Detroit through its role as a profit-making industry, not a producer of commuter vehicles. The rewriting of the role of transport in the history of suburbanization challenges common narratives of the class and home–work relations of suburbia.

The focus on industrial suburbanization provides a working-class history to suburbanization in this period, thus also making visible the presence, influence and labour of women and ethnic minorities in the development of a place seen predominantly as an Anglo form embodying very particular gender relations.

Like the Detroit chapter, two others challenge the reality of seminal places linked to modern suburbanization. Mary Beth Pudup shows how the conventional understanding of suburbia enshrined in the Chicago School model does not, due to its ahistorical origins, even describe its Alma Mater. Similarly, Greg Hise questions the accuracy of understandings of suburbanization learnt from the example of Los Angeles.

Cultural geographers have seen suburbs primarily in terms of the traditional marriage of town and country for the middle classes. However, evidence here of different ideologies, economic and social processes and actors fuelling suburban development demands a new cultural politics of suburbia, which can, in both historic and contemporary contexts, address the material base of these places and the lives within them.

The primary concern of *Manufacturing suburbs* is industrial location. However, in a number of the more theoretically broad-based contributions to the volume, such as those by Richard Walker and Robert Lewis, Gunter Gad and Richard Harris's concluding chapter, links between issues in the book and questions addressed by cultural geographers begin to be raised. *Manufacturing suburbs* also offers the novel prospect of a cultural geography of industrial location.

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Hybridity, or the cultural logic of globalization. By Marwan M. Kraidy. Philadelphia. Temple University Press. 2005. xiv + 226 pp. £52 cloth; £14.95 paper. ISBN cloth; 1 59213 144 1 paper.

'Hybridity' is a notoriously slippery term that the author of this short book, Marwan Kraidy, does little to demystify, himself describing it by turns as 'maddeningly elastic' (p. 3) and 'conceptually unstable' (p. 47). Rather than trying to define hybridity – perhaps the closest he gets is when he says hybridity 'entails that traces of other cultures exist in every culture' (p. 148) – Kraidy's twofold aim is to trace its history and to give it a new spin from his particular vantage point as a scholar of media and communications. Kraidy makes three main arguments. First, he insists on giving hybridity in all its incarnations 'historical, geographical' grounding, noting its 'dubious usefulness if employed as a broad conceptual umbrella' (p. x). Second, he believes that a focus specifically on the role of the mass media in shaping cultures can give the concept of hybridity renewed potency. And third, he says we need to consider both 'structure' (by which he essentially means political economy) and 'agency' (individual entanglements with the media) in any empirical examination of what hybridity means and how it materializes.

Kraidy is clearly well-versed in the literatures he cites, and I found his dissection of the debates on 'cultural imperialism' and 'cultural globalization' (Chapter 2), for example, a real strong point. But the book is weighed down, to my mind, by several important limitations. First, despite claims to the contrary (and fancy new phrases – Kraidy styles his approach 'critical transculturalism'), there is really little novel in what he is saying. Numerous others have examined the implication of the media in constituting complex cultural identities, have done so in great historical and geographical detail and with explicit consideration of both 'structure' and 'agency', and have offered far more convincing narratives than we find here;