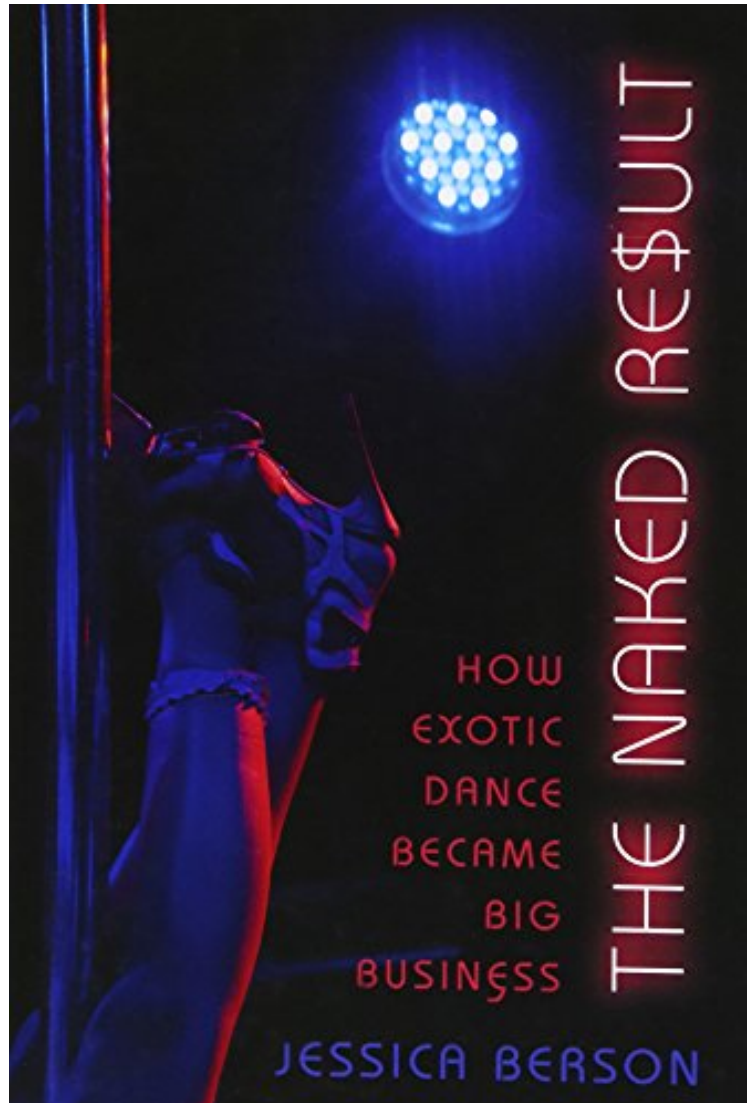


[E-BOOK] The Naked Result: How Exotic Dance Became Big Business

The Naked Result: How Exotic Dance Became Big Business

Jessica Berson

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#988676 in Books 2016-02-01 Original language: English PDF # 1 6.30 x 1.20 x 9.301, .0 #File Name: 0199846200296 pages | File size: 17.Mb

Jessica Berson : The Naked Result: How Exotic Dance Became Big Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Naked Result: How Exotic Dance Became Big Business:

We have grown accustomed to corporate influence in retail outlets, restaurants, and even higher education-but what happens when corporations take over desire? The Naked Result: How Exotic Dance Became Big Business explores the

changing world of striptease, tracing its path from the unruly underground to brightly lit, branded 'gentlemen's clubs.' Drawing on her own experience as an exotic dancer, Jessica Berson examines the ways that striptease embodies conflicting notions of race, class, and female sexuality, and how the exotic dance industry deploys these differences to codify and commodify our erotic imagination. Chain clubs, fitness programs, and music videos are moving exotic dance into the mainstream, stripping its historical potential to embody and express subversive desires-erotic and otherwise-and generate resistant modes of female erotic subjectivity. Through case studies including Boston's Combat Zone in the 1970s-80s, the development of lap dancing in London in the 1990s, and the triumph of corporate striptease in post-Giuliani New York City in the last decade, *The Naked Result* reveals an industry that increasingly eradicates individuality and agency in order to increase profits. Ultimately, *The Naked Result* argues that corporatization has cheerfully smothered the diversity of desire and expression for both dancers and customers, repackaging the most mysterious human emotions into easily branded experiences no more personal or powerful than those to be found in any themed restaurant or coffee mega-chain.