



Greek Whisky: The Localization of a Global Commodity (Hardback)

By Tryfon Bampilis

Berghahn Books, United Kingdom, 2013. Hardback. Condition: New. Language: English . Brand New Book. In many contexts of Greek social life, Scotch whisky has coincidentally become a symbol of Greekness, national identity, modernity and middle class. This ethnographic study follows the social life of Scotch in Greece through three distinct trajectories in time and space in order to investigate how the meanings of the beverage are projected, negotiated, and acquired by various different networks. By examining the mediascapes of the Greek cultural industry, the Athenian nightlife and entertainment, and the North Aegean drinking habits, the study illustrates how Scotch became associated with modernity, popular music and culture, a lavish style and an anti-domestic masculine mentality.

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