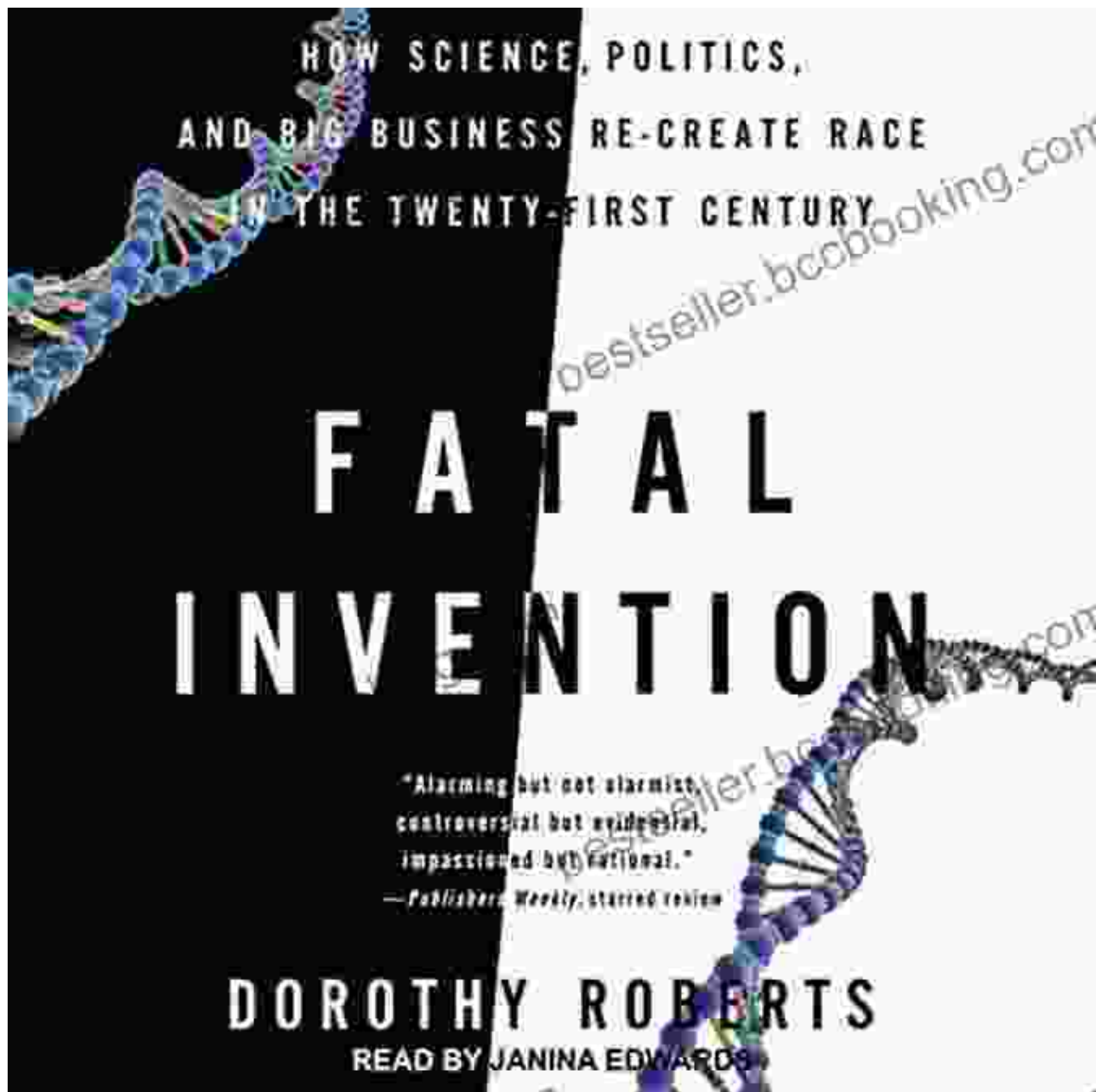


How Science, Politics, and Big Business Recreate Race in the Twenty-First Century

By Ibram X. Kendi



Fatal Invention: How Science, Politics, and Big
Business Re-create Race in the Twenty-First Century



by Dorothy Roberts

★★★★☆ 4.6 out of 5

Language : English
File size : 1335 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 402 pages
Lending : Enabled



In his groundbreaking book, *How Science, Politics, and Big Business Recreate Race in the Twenty-First Century*, Ibram X. Kendi argues that race is not a biological reality but a social construct that has been used to justify discrimination and inequality for centuries.

Kendi traces the history of race from its origins in the sixteenth century to the present day, showing how science, politics, and big business have played a role in shaping our understanding of race.

In the sixteenth century, Europeans began to classify people into different races based on their physical appearance. This classification system was used to justify the enslavement of Africans and the colonization of the Americas.

In the nineteenth century, scientists began to argue that race was a biological reality. This belief was used to justify the segregation of blacks and whites in the United States and other countries.

In the twentieth century, big business began to use race to market products and services. This practice, known as racial marketing, has led to the creation of a new understanding of race that is based on consumption.

Kendi argues that this new understanding of race is just as harmful as the old one. He calls for a new understanding of race that is based on social and cultural factors, rather than genetics.

How Science, Politics, and Big Business Recreate Race in the Twenty-First Century is a powerful and provocative book that challenges our understanding of race. It is a must-read for anyone who wants to understand the role that race plays in our society.

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