



Glamour Addiction: Inside the American Ballroom Dance Industry

Juliet E McMains

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Glamour Addiction: Inside the American Ballroom Dance Industry Juliet E McMains

In the wake of the blockbuster television success of "Dancing with the Stars," competitive ballroom dance has become a subject of new fascination—and renewed scrutiny. Known by its practitioners as DanceSport, ballroom is a significant dance form and a fascinating cultural phenomenon. In this first in-depth study of the sport, dancer and dance historian Juliet McMains explores the "Glamour Machine" that drives the thriving industry, delving into both the pleasures and perils of its seductions. She further explores the broader social issues invoked in American DanceSport: representation of "Latin," economics that often foster inequality, and issues of identity, including gender, race, class, and sexuality.

Putting ballroom dance in the larger contexts of culture and history, Glamour Addiction makes an important contribution to dance studies, while giving new and veteran enthusiasts a unique and unprecedented glimpse behind the scenes.



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