Contents

Introduction: Transcultural Yoga(s). Analyzing a Traveling Subject .................................................. 1
Beatrix Hauser

Part I Reframing Yoga in the History of the Twentieth Century

Transnational Exchange and the Genesis of Modern Postural Yoga .................................................... 37
Mark Singleton

Magic and Yoga: The Role of Subcultures in Transcultural Exchange ............................................. 57
Suzanne Newcombe

The Impact of Kundalini Yoga on Concepts and Diagnostic Practice in Psychology and Psychotherapy 81
Liane Hofmann

Part II Inconsistent Assessments: Meaning Production at the Local-Global Interface

Touching the Limits, Assessing Pain: On Language Performativity, Health, and Well-Being in Yoga Classes ................................................................. 109
Beatrix Hauser

The Useful Body: The Yogic Answer to Appearance Management in the Post-Fordist Workplace 135
Verena Schnäbele

The Introduction of Yoga in German Schools: A Case Study ............................................. 155
Suzanne Augenstein
Part III  The Other Consumers: Values, Mobility, and Markets

Consuming Yoga, Conserving the Environment: Transcultural Discourses on Sustainable Living .......................................................... 175
Sarah Strauss and Laura Mandelbaum

The Social Life of Yoga: Exploring Transcultural Flows in India .......... 201
Mimi Nichter

Yoga as a Production Site of Social and Human Capital: Transcultural Flows from a Cultural Economic Perspective ............... 225
Anne Koch
Yoga Traveling
Bodily Practice in Transcultural Perspective
Hauser, B. (Ed.)
2013, XI, 248 p. 11 illus., 8 illus. in color., Softcover
ISBN: 978-3-319-00314-6