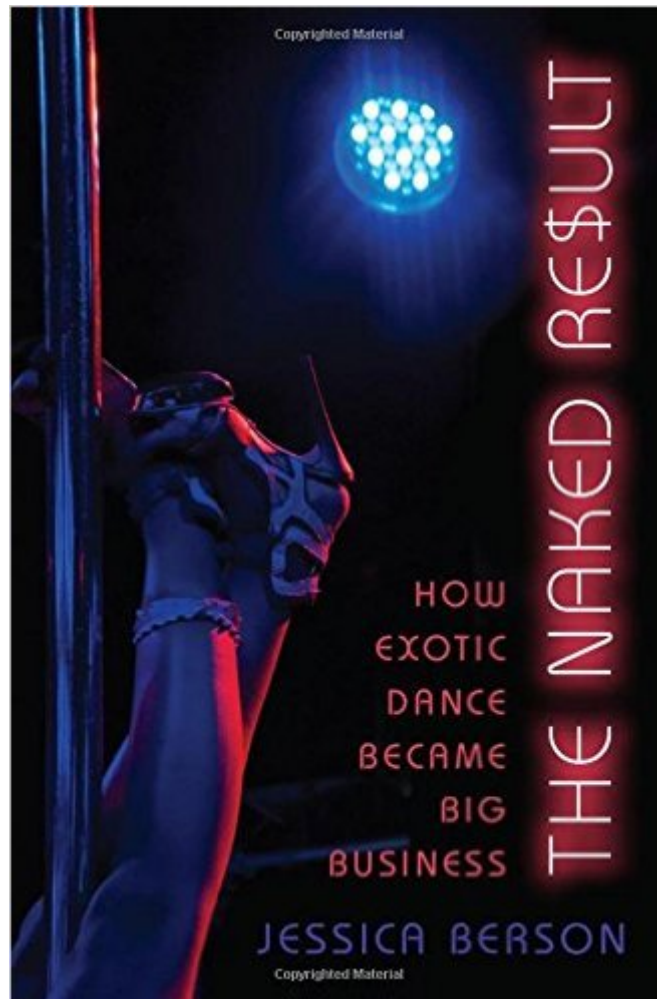


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# The Naked Result: How Exotic Dance Became Big Business



## Synopsis

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.

## Book Information

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## Customer Reviews

Highly readable and highly informative study of exotic dancing and strip tease. This is unlike the

many exposés and confessional tales, a.k.a. my life as a stripper. The Naked Result combines scholarship, business and personal vignettes. The author is a dance professor, has taught several types, and did earn graduate-school money for one year as an exotic dancer. She profiles some dancers but also describes the differences in club types and their management styles (often micromanagement). As a real bonus, I learned quite a bit about the types of dance movements. She really knows her stuff and how to explain it. There's history and business and theater and sex. What else do you need.

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