

Contents

Acknowledgments	ix
1 Introduction	1
2 The Ghetto Merchant Yesterday and Today	20
3 The Significance of Small Business and the Nature of the Niche	48
4 Life on the Street: The Everyday Encounters between Blacks, Jews, and Koreans	71
5 How Race Polarizes Interactions: Cultural Brokers and the Meaning of Black	93
6 The Coethnic Disadvantage of Serving Your Own	121
7 From Civility to Conflict: Individualism, Opportunity, and Group Position	142
8 Shopping While Black: Symbolic Racism or the Same Old Racism?	165
9 Conclusion: Forging a Culture of Reciprocity and Respect	181

Appendix: Notes on Methodology and Tales from the Field	199
Notes	233
Index	259