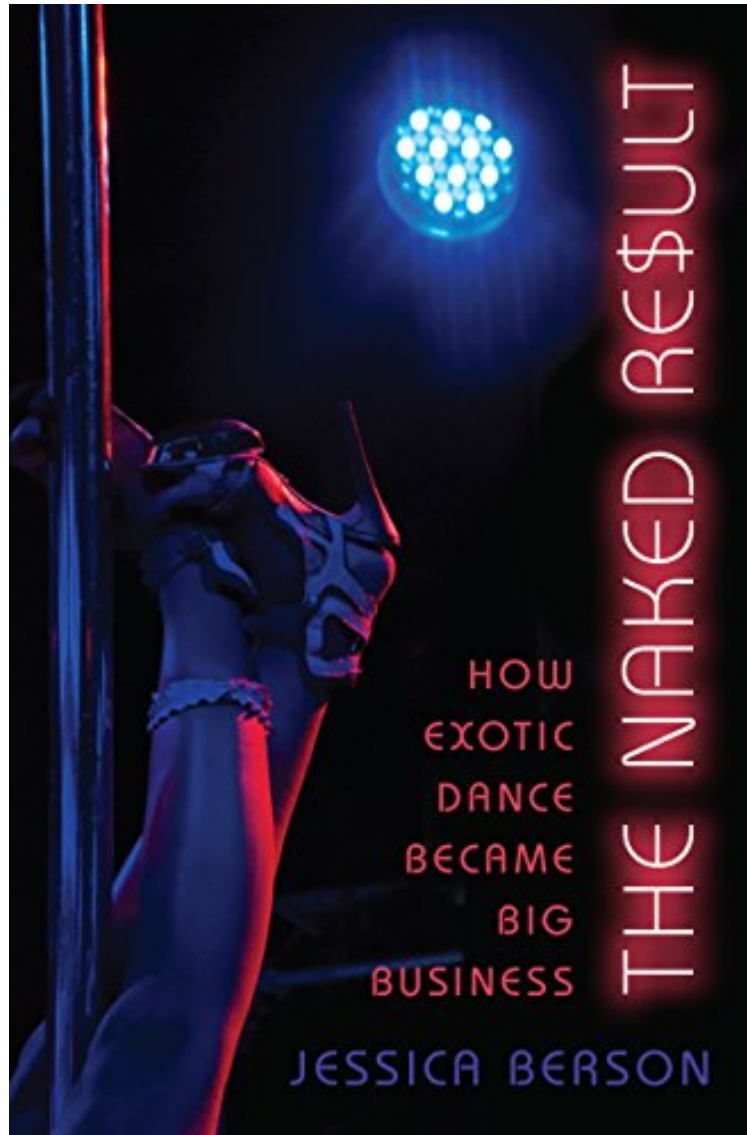


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The Naked Result: How Exotic Dance Became Big Business

Jessica Berson

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Jessica Berson : The Naked Result: How Exotic Dance Became Big Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Naked Result: How Exotic Dance Became Big Business:

2 of 3 people found the following review helpful. Superb capture of exotic dance clubsBy SpinDoctorHighly readable and highly informative study of exotic dancing and strip tease. This is unlike the many exposeacute; 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. 0 of 0 people found the following review helpful. Fantastic book! By Hilary Clare Fantastic! What a well written and astute insight into such an interesting world!

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.

"The Naked Result is a knockout! Jessica Berson really puts out; excellent scholarship, superbly crafted words of body-based wisdom, and revealing information about today's exotic dance industries. I give this important and timely book my highest rating-two tassels way up!"--Annie Sprinkle, Ph.D., Former stripper, artist, activist, and author of *Hardcore From the Heart: The Pleasures, Profits and Politics of Sex in Performance*"Berson writes as a dance scholar first and former exotic dancer second, intervening in tired debates about strippers' agency and expression. Providing detailed descriptions of the strippers' movement vocabularies, their places of employment, and their complex negotiations with each other, their clients, and club management, she establishes exotic dance as a commercial enterprise as well as a specific dance technique and style."--Kirsten Pullen, author of *Actresses and Whores: On Stage and in Society* and *Like a Natural Woman: Spectacular Female Performance in Classical Hollywood*"The author addresses rarely-remarked but important topics in striptease, and elevates it from something mistaken for a novelty to its true relevancy in understanding human communication through movement."--Jo Weldon, Founder and Director, New York School of Burlesque and author of *The Burlesque Handbook*"Highly recommended."--Choice"*The Naked Result*, a book long in the making, is the single most generous take on striptease I have encountered ... [Berson] finds room for self-definition in the 'sometimes uncomfortable and discomfiting hybrid of theatrical performance, popular dance, and sex work' that is striptease."-- *Women's of Books From the Back Cover*"The Naked Result is a knockout! Jessica Berson really puts out; excellent scholarship, superbly crafted words of body-based wisdom, and revealing information about today's exotic dance industries. I give this important and timely book my highest rating-two tassels way up!"--Annie Sprinkle, Ph.D., Former stripper, artist, activist, and author of *Hardcore From the Heart: The Pleasures, Profits and Politics of Sex in Performance* "Berson writes as a dance scholar first and former exotic dancer second, intervening in tired debates about strippers' agency and expression. Providing detailed descriptions of the strippers' movement vocabularies, their places of employment, and their complex negotiations with each other, their clients, and club management, she establishes exotic dance as a commercial enterprise as well as a specific dance technique and style."--Kirsten Pullen, author of *Actresses and Whores: On Stage and in Society* and *Like a Natural Woman: Spectacular Female Performance in Classical Hollywood* "The author addresses rarely-remarked but important topics in striptease, and elevates it from something mistaken for a novelty to its true relevancy in understanding human communication through movement."--Jo Weldon, Founder and Director, New York School of Burlesque and author of *The Burlesque Handbook*About the Author Jessica Berson teaches Dance Studies at Yale University, and has been a member of Dance and Drama faculties at Harvard University, Wesleyan University, and University of Exeter (UK). She holds a Ph.D. in Theatre Studies from University of Wisconsin-Madison, and is a Certified Laban Movement Analyst. She lives in Boston with her husband and two sons.