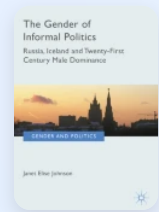


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Liberalization: How Economic Reforms Consolidated a Bait-and-Switch Male Dominance

| Chapter | First Online: 13 September 2017


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The Gender of Informal Politics

[Janet Elise Johnson](#)



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Abstract

Examining the processes of economic liberalization in Russia and Iceland, Johnson explains how the bait-and-switch male dominance came about. In both countries, liberalization in the 1990s created a wheeling-and-dealing economy in which male-dominated elites rewarded those inside their networks with spoils of money and power. This chapter shows how hegemonic masculinity (the masculine ideal for elites) and homosociality (same-sex bonds between men) were essential to the process, even as the formal institutions offered opportunities for women elites.

The 2008–2010 global economic crisis, which at first seemed like a critical juncture testing this neoliberal male dominance, especially in Iceland, has consolidated the bait and switch.

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Cite this chapter

Johnson, J.E. (2018). Liberalization: How Economic Reforms Consolidated a Bait-and-Switch Male Dominance. In: The Gender of Informal Politics. Gender and Politics. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-319-60279-0_2

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DOI	Published	Publisher Name
https://doi.org/10.1007/978-3-319-60279-0_2	13 September 2017	Palgrave Macmillan, Cham
Print ISBN	Online ISBN	eBook Packages
978-3-319-60278-3	978-3-319-60279-0	Political Science and International Studies
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