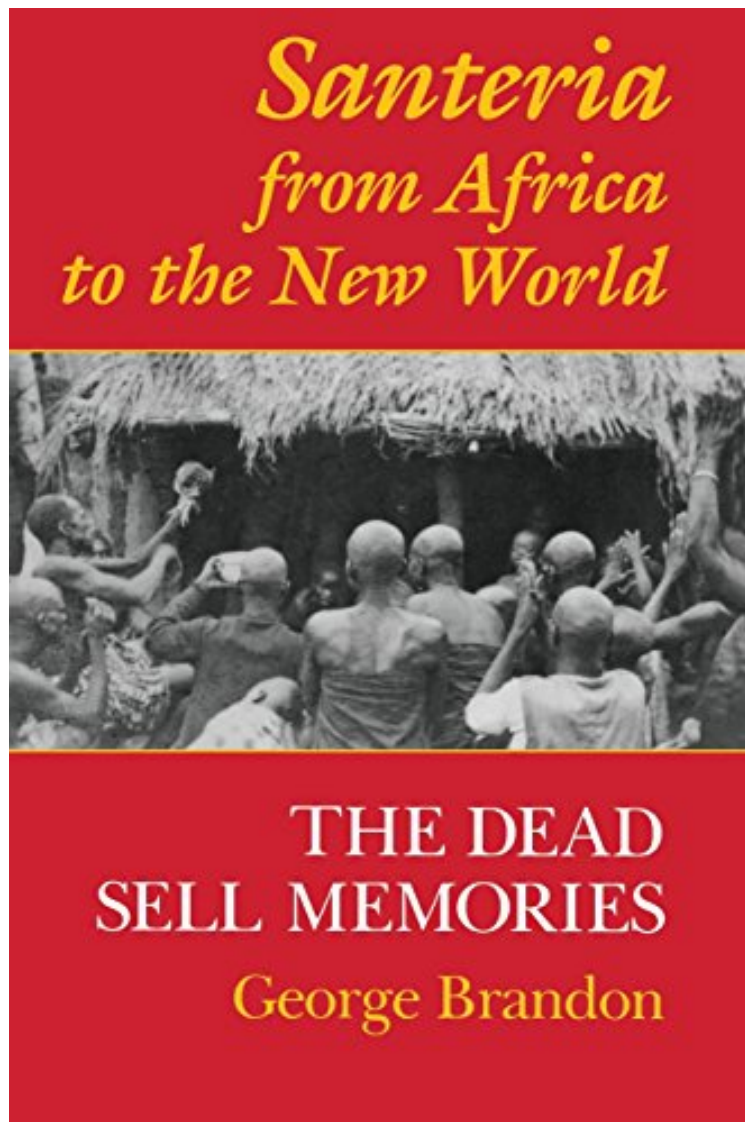


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## **Santeria from Africa to the New World: The Dead Sell Memories (Blacks in the Diaspora)**

*George Brandon*

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**George Brandon : Santeria from Africa to the New World: The Dead Sell Memories (Blacks in the Diaspora)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Santeria from Africa to the New World: The Dead Sell Memories (Blacks in the Diaspora):

15 of 17 people found the following review helpful. Scholarly Overview  
By A Customer  
I felt compelled to write in defense of George Brandon's scholarly work on Santeria after seeing it so absurdly misrepresented (...). Brandon is not under any misperceptions about the fact that Santeria emerged as a New World form of African Diasporan Religion. The book begins with an elaborate coverage of the African religious context from which Santeria and other African Diasporan Religions emerged via the transatlantic slave trade. While the title could be confusing to some, page 1 clarifies Brandon's stance that "Santeria belongs to the transatlantic tradition of the Yoruba religion...and should be seen as a variant of that religion." Brandon goes on to examine stages of Santeria's development in Cuba, taking into account religious, political, and economic influences. His book has thorough documentation from the most highly respected sources in African Diasporan Studies. If you are looking for a scholarly, though highly readable, historical overview of Santeria, this book can serve you well. It is not an unannotated, self-help book for Ifa or Santeria wannabes, so if you are looking for do-it-yourself-Santeria, look elsewhere. (...)  
8 of 18 people found the following review helpful. Not up to academic par  
By A Customer  
Mr. Brandon writes about Santeria from the standpoint of an academic rather than a participant. He is not an initiate of the religion, and seemed to use many published sources that are known to be not accurate. In his description of the offerings made to Yemaya, a deity/Orisha, he has made important errors. Throughout the book are factual errors that show that either some of his informants gave him false information (perhaps on purpose--since the religion is still a secret maybe some of his informants were toying with him), or his informants did not know what they were talking about. Errors include details about rituals and the nature of certain deities. The book on the whole is really just a big literature review on Afro-Cuban religion. If you are conducting academic research you should ignore this book entirely. If you are just curious about Santeria you would be better off ignoring this book, and buying something by Joseph Murphy or Lydia Cabrera.  
8 of 9 people found the following review helpful. The first sourcebook on Yoruba New World by a scholar-insider  
By Second Ray  
Light  
Brandon is an anthropologist looking at a very complex system of religions from historical and ethnographic perspectives. He is an insider-participant and a scholar but does not let the latter cloud his rigorous interpretation of Yoruba traditions. Read his chapter on the rise of Santeria in New York City - it was ground-breaking. This book is ONLY for intelligent readers who want to consider OTHER theoretical possibilities for viewing African-based religions in the diaspora.

On his own terms, Brandon more than fulfills his promise to take the reader on the transatlantic journey of the orisha and to explore the complexities of African memory in the diaspora." American Historical Review  
He adeptly addresses broader issues, such as power relations within Caribbean slavery, multiculturalism, and the forms of religious accommodation to cultural change. In addition, he offers a fresh and cogent assessment of the production and reproduction of African beliefs and practices in new contexts. Brandon's exemplary archival research is supplemented by skillful participant observation." Choice  
The Yoruba religious tradition arose in West Africa, but its influence has spread beyond Africa to millions of adherents in the Americas as well. Santeria from Africa to the New World retraces one path taken by this tradition: a path from Africa to Cuba and to New York City. George Brandon examines the religion's transatlantic route through Cuban Santeria, Puerto Rican Espiritismo, and Black Nationalism. In following the historical and anthropological evolution of the Yoruba religion, Brandon discusses broader questions of power, multiculturalism, cultural change, and the production and reproduction of African retentions.

From the Back Cover  
This book takes readers along one path of what this transatlantic tradition of Yoruba religion has come to be--the path from Africa to Cuba to New York City. Other paths could have been, and ultimately must be, chosen and researched by scholars in the future. So this book talks about one line, one path among the many, and its focus is mainly on the structures and rhythms of Santeria's history and on problems of collective memory and syncretism.  
About the Author  
GEORGE BRANDON is Associate Professor and Director of the Program in Sociomedical Sciences at the Sophie Davis School of Biomedical Education of the City University of New York. He is the author of articles in the Journal of Caribbean Studies, the Journal of Black Studies, Oral History, and Griot.