

James B. Hoesterey is an assistant professor in the Department of Religion at Emory University, Atlanta, GA. A cultural anthropologist, his research focuses on Islam, media, and the politics of public piety in contemporary Indonesia. Hoesterey's first book, *Rebranding Islam: Piety, Prosperity, and a Self-help Guru* (Stanford University Press, 2016), chronicles the rise and fall of celebrity televangelist Aa Gym. His current research examines public diplomacy, soft power, and the making of "moderate Islam." Hoesterey currently serves as secretary for the American Institute for Indonesian Studies (AIFIS) and board member for the Indonesia-U.S. Council on Religion and Pluralism, and he has worked on several documentary films in West Papua and Africa that have been broadcast worldwide on Discovery Channel, National Geographic, and the BBC.