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Sommario/riassunto

This articulate and authoritative survey of both the popular and academic trends in anthropology demonstrates the broad relevance of anthropological knowledge and argues for a more inclusive conception of the discipline that engages the public imagination. Demonstrates the evolving social contexts of British anthropological theory and practice from the mid-19th centuryHighlights the importance of popular anthropology in forming and sustaining the professional disciplineExplores the past and present cross-fertilization of anthropologists, scientists and prominent