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Nota di contenuto	chapter 1 Popularizing anthropology / Jeremy MacClancy -- chapter 2 Tricky tropes -- Styles of the popular and the pompous / Alan Campbell -- chapter 3 Typecasting -- Anthropology's dramatis personae / Wendy James -- chapter 4 The chrysanthemum continues to flower -- Ruth Benedict and some perils of popular anthropology / Joy Hendry -- chapter 5 Communicating culture -- Margaret Mead and the practice of popular anthropology / William E. Mitchell -- chapter 6 Enlarging the context of anthropology -- The case of Anthropology Today / Jonathan Benthall -- chapter 7 Claude Levi-Strauss and Louis Dumont -- Media portraits / Dominique Casajus -- chapter 8 Proximity and distance: representations of Aboriginal society in the writings of Bill Harney -- Representations of Aboriginal society in the writings of Bill Harney and Bruce Chatwin / Howard Morphy -- chapter 9 Women readers -- Other Utopias and own bodily knowledge / Judith Okely -- chapter 10 A bricoleur's workshop -- Writing Les lances du crepuscule / Philippe Descola -- chapter 11 Fieldwork styles: Bohannon, Barley, and Gardner -- Bohannon, Barley, and Gardner / Jeremy MacClancy.

