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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Culture, humankind and society -- The birth of culture -- Conquest, imperialism and culture -- Neo imperialism, media and culture -- New mythology, new media and the globalization of culture -- Corporate domination of cultural product -- Cultural erosion and globalization -- Counterculture and cultural imaginations -- Long live culture?
Sommario/riassunto	"Communication and the Globalization of Culture: Beyond Tradition and Borders", by Shaheed Nick Mohammed, examines the modern and historical evolution of conceptualizations of culture as well as the concept of culture itself. The book suggests that modern corporate globalized media technologies do not destroy culture, but rather force us to re-think how we have conceptualized the differences, uniqueness, and similarities between ""the other"" and ourselves.