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Nota di contenuto	List of Contributors Acknowledgements Introduction Cultural transmissions and transformations Joanne Clarke Part one: Methodological approaches to the transmission and transformation of culture Understanding the importance of methodology in complex archaeological interpretation Joanne Clarke Constructing identities in the Neolithic Eastern Mediterranean: cultural difference and the role of architecture Demetra Papaconstantinou Becoming Bronze Age. Acculturation and enculturation in third millennium BC Cyprus David Frankel 'Ethnicities', 'ethnonyms' and archaeological labels. Whose ideologies and whose identities? Susan Sherratt A question of reception Jacke Phillips Transmission and assimilation in context: an economic model for the selection and use of Greek and Phoenician ceramic imports in 8th century BC Cypriot society David W. Rupp The local dimension in the Late Bronze Age Southern Levant: a case study using imported pottery G. Miles Huckle The impact of trade on Late Cypriot society: a contextual study of imports from Enkomi Sophia Antoniadou Part two: Time and continuity Transmissions and transformations in time and the phenomenon of continuity Joanne Clarke The Neolithic revolution and the emergence of humanity: a cognitive approach to the first comprehensive world-view Trevor Watkins Life, death and the emergence of differential status in the Near Eastern Neolithic: evidence from Kfar HaHoresh, Lower Galilee,

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Sommario/riassunto	The eastern Mediterranean was the centre of trade for many centuries, sitting at the junction of what are now Europe, Asia and Africa. It was the place where exotic produce and products could be traded or exchanged for things that had their origins perhaps thousands of miles away. But wherever trade takes place, a similar exchange of ideas, technology and culture also occurs. This book presents thirty papers on this very subject, looking at the ways in which we can measure the transmission of culture, and how this transmission varied across time and space.