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ASPECTS; CHAPTER 12 - RUGBY, RACING AND BEER IN NEW ZEALAND: COLONISING A CONSUMER CULTURE
CHAPTER 13 - BEER, RITUAL AND CONVIVIALITY IN NORTHERN CAMEROON
CHAPTER 14 - THE GENDER OF BEER: BEER SYMBOLISM AMONG THE KAPSIKI/HIGI AND THE DOGON; CHAPTER 15 - RITUAL USE OF BEER IN SOUTH-WEST TANZANIA¹; CHAPTER 16 - Brewing Sorghum Beer in Burkina Faso: A Study in Food Technology from the Perspective of Anthropological Linguistics; CHAPTER 17 - RICE BEER AND SOCIAL COHESION IN THE KELABIT HIGHLANDS, SARAWAK; Chapter 18 - TRADITION AND CHANGE: BEER CONSUMPTION IN NORTHEAST LUZON, PHILIPPINES; CHAPTER 19 - CULTURE, MARKET AND BEER CONSUMPTION
CHAPTER 20 - BEER AND EUROPEAN MEDIA: GLOBAL vs. LOCAL
GLOSSARY; index

Sommario/riassunto

Beer is an ancient alcoholic drink which, although produced through a more complex process than wine, was developed by a wide range of cultures to become internationally popular. This book is the first multidisciplinary, cross-cultural collection about beer. It explores the brewing processes used in antiquity and in traditional societies; the social and symbolic roles of beer-drinking; the beliefs and activities associated with it; the health-promoting effects as well as the health-damaging risks; and analyses the modern role of large multinational companies, which own many of the breweries
