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Sommario/riassunto	Cosmpolitan Memory in Europe's 'Backwaters' reconsiders the definitional relationships of 'national character' and 'national heritage' in the context of Western industrial modernity. Taking as a case study the Greek islands of Skiathos and Skopelos which served as cinematic locations for the blockbuster Mamma Mia! (2008), the book explores how national identity - once shaped by political, cultural and religious practices - can now be reduced to little more than an ideal, created and

sold globally by Western industries such as tourism and film. Tzanelli argues
