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Sommario/riassunto	This book argues against the assumption that sustainability and environmental conservation are naturally the common goal and norm for everyone in Amazonia. This is the first book focusing on agency, reflexivity and social development to address sustainable development in the region. It discusses the importance of looking into societal dynamics in order to deal with deforestation and sustainable development policies through the ethnography of an Amazonian settlement named New Paradise. This book demystifies utopian and overtly conservationist views that depict the Amazon rainfor

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