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Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction: On remembering some founding fathers and mothers -- Search for a great tradition in cultural performances -- Yankee City in renaissance -- A semiotic of the city: Purusha and Corbusier's modulator as architectural symbols -- The symbolic and historic structure of an American identity -- The semiotics of the id -- A conversation of cultures: The United States and Southern Asia -- A neglected source of Lévi-Strauss' structuralism: Radcliffe-Brown, Russell, and Whitehead -- Peirce, Malinowski and the emergence of semiotic anthropology -- Notes -- References -- Index -- Backmatter