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Nota di contenuto	On baboons, masks, and characters -- Dr. Bach's flower remedies and the complexity of personality -- We have never been too modern: the cognitive/biological roots of personality -- We have always been too modern: how to weave together the biological and cultural threads of personality -- Julius Caesar: on trust and treason -- King Lear: on flattery, grooming, and treason -- Othello: on sperm competition and the paranoid general -- Macbeth: personalities as formed in between people -- The Merchant of Venice: on the importance of substitutes.