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Sommario/riassunto

Virtually all aspects of human behavior show enormous variation both within and between cultural groups, including material culture, social organization and language. Thousands of distinct cultural groups exist: about 6,000 languages are spoken today, and it is thought that a far greater number of languages existed in the past but became extinct. Using a Darwinian approach, this book seeks to explain this rich cultural variation. There are a number of theoretical reasons to believe that cultural diversification might be tree-like, that is phylogenetic: material and non-material culture is clea

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