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Altri autori (Persone)	MacDonaldSally RiceMichael <1928-2013.>
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Nota di contenuto	Series Editor's Foreword; Contents; Contributors; List of Figures; 1. Introduction - Tea with a Mummy: the consumer's View of Egypt's Immemorial Appeal; 2. 'Mummymania' for the Masses - is Egyptology Cursed by the Mummy's Curse?; 3. How to Stage Aida; 4. Vicent Lleo's Operetta: La Corte de Faraon; 5. Egypt in Hollywood: Pharaohs of the Fifties; 6. Lost in Time and Space: Ancient Egypt in Museums; 7. 'Acquisitions of the British Museum, 1998'; 8. Selling Egypt: Encounters at Kahn el-Khalili; 9. Egypt's Past Regenerated by its Own People; 10. What do Tourists Learn of Egypt? 11. 'Wonderful Things': Publishing Egypt in Word and Image12. Hijacking Images: Ancient Egypt in French Commercial Advertising; 13. Alternative Egypts; 14. Ancient Egypt on the Small Screen - from Fact to

