

# Contents

<b>1</b>	<b>Cultural Traits and Multidisciplinary Dialogue.....</b>	<b>1</b>
	Fabrizio Panebianco and Emanuele Serrelli	
<b>2</b>	<b>Understanding Cultural Diversity. Culture, Cultural Traits and Cultural Changes Between Global and Local Scales .....</b>	<b>21</b>
	Vincenzo Matera	
<b>3</b>	<b>Cultural Traits and Identity .....</b>	<b>43</b>
	Ugo E.M. Fabietti	
<b>4</b>	<b>The Diffusion of a Museum Exhibit: The Case of the Transparent Man .....</b>	<b>61</b>
	Elena Canadelli	
<b>5</b>	<b>The ‘Incompetent Subject’ in the Kingdom of Technical Terms. A Possible Role of Pedagogy in the Study of Cultural Traits.....</b>	<b>81</b>
	Rossana Brambilla	
<b>6</b>	<b>The Unary Trait of Psychoanalysis. Identification, Transmission, Generation .....</b>	<b>101</b>
	Matteo Bonazzi	
<b>7</b>	<b>Cultural Diversities Across and Within Cultures: The Bicultural Mind .....</b>	<b>117</b>
	Olivia Realdon and Valentino Zurloni	
<b>8</b>	<b>Birth and Evolution of Jazz as Effects of Cultural Transfers .....</b>	<b>135</b>
	Stefano Zenni	
<b>9</b>	<b>Geographical Boundaries as Places of Meeting and Diffusion of Cultural Traits .....</b>	<b>145</b>
	Stefano Malatesta, Marcella Schmidt di Friedberg, and Enrico Squarcina	

<b>10</b>	<b>Maps, Diagrams and Charts: Making the Cultural Trait Visible .....</b>	<b>161</b>
	Fulvio Carmagnola	
<b>11</b>	<b>Evolutionary Genetics and Cultural Traits in a ‘Body of Theory’ Perspective.....</b>	<b>179</b>
	Emanuele Serrelli	
<b>12</b>	<b>Cultural Traits in Economic Theory .....</b>	<b>201</b>
	Fabrizio Panebianco	
<b>13</b>	<b>International Cooperation and Cultural Transmission.....</b>	<b>221</b>
	Isa Gama	
<b>14</b>	<b>Rethinking Organizational Culture: The Role of Generational Subcultures .....</b>	<b>249</b>
	Alessandra Lazazzara	
<b>15</b>	<b>From Material Remains to Culture: The Possibilities and Limits of Archaeology in Reconstructing Ancient People.....</b>	<b>273</b>
	Viviana Ardesia	
<b>16</b>	<b>Homology and Phylogenetic Inference in Biological and Material Cultural Evolution.....</b>	<b>287</b>
	Ilya Tëmkin	
<b>17</b>	<b>On the Origin of Technologies: The Invention and Evolution of the Bow-and-Arrow .....</b>	<b>315</b>
	Giuseppe Carignani	
<b>18</b>	<b>Trees, Languages and Genes: A Historical Path .....</b>	<b>341</b>
	Federica Da Milano and Nicoletta Puddu	
<b>19</b>	<b>Signaling in Style: On Cooperation, Identity and the Origins of Visual Art .....</b>	<b>357</b>
	Larissa Mendoza Straffon	
<b>20</b>	<b>Aesthetic Preferences: An Evolutionary Approach.....</b>	<b>375</b>
	Mariagrazia Portera and Lorenzo Bartalesi	
<b>21</b>	<b>Nothing But Survival: On the Origin and Function of Literature.....</b>	<b>389</b>
	Mario Barenghi	
<b>22</b>	<b>Concluding Remarks .....</b>	<b>403</b>
	Emanuele Serrelli	