
Contents

| | |
|--|-----|
| Preface | vi |
| Introduction | 1 |
| 1 How to be a True Materialist in Anthropology | 9 |
| 2 Interpreting and Explaining Cultural Representations | 32 |
| 3 Anthropology and Psychology: Towards an Epidemiology of Representations | 56 |
| 4 The Epidemiology of Beliefs | 77 |
| 5 Selection and Attraction in Cultural Evolution | 98 |
| 6 Mental Modularity and Cultural Diversity | 119 |
| Conclusion: What is at Stake? | 151 |
| Notes | 156 |
| References | 160 |
| Index | 169 |