

## ■ Contents

- Acknowledgments ix
- 1 Trade between Cultures 1
  - 2 Global Culture Ascendant: The Roles of Wealth and Technology 19
  - 3 Ethos and the Tragedy of Cultural Loss 47
  - 4 Why Hollywood Rules the World, and Whether We Should Care 73
  - 5 Dumbing Down and the Least Common Denominator 102
  - 6 Should National Culture Matter? 128
- References 153
- Index 173