

# CONTENTS

|   |     |
|---|-----|
| ACKNOWLEDGMENTS                             | ix  |
| INTRODUCTION: HISTORY'S CHANGING FORTUNES   | 1   |
| ONE: THE RISE AND FALL OF CULTURAL THEORIES | 13  |
| TWO: THE CHALLENGE OF GLOBALIZATION         | 44  |
| THREE: RETHINKING SOCIETY AND THE SELF      | 78  |
| FOUR: NEW PURPOSES, NEW PARADIGMS           | 119 |
| NOTES                                       | 153 |
| INDEX                                       | 183 |