

CONTENTS

	Introduction: on viral ideas	1
1	Diverse humanity, diverse anthropology	4
2	Studying culture, practicing culture	22
3	People and things in motion	40
4	Producing and reproducing bodies	58
5	Speaking and thinking culture	76
6	Working for a living	94
7	Order and border	113
8	Humans and other persons	130
9	We are what we do	147
10	Better living through anthropology	164
	 Bibliography	 182
	Index	193