Figures

1.1	Global income distribution (by country)	28
1.2	Global income distribution (by region)	29
1.3	World Heritage Sites (by region)	31
1.4	Global distribution of brands (2010)	33
1.5	Distribution of prestige exports (2007)	34
1.6	Distribution of global chocolate trade (2007)	35
1.7	Distribution of study abroad (2008)	38
1.8	Distribution of tourism by region (2008)	39
4.1	Landscape in the Florentine Chianti	101
4.2	Cypress-lined road in the Orcia valley	110
5.1	Number of tourists in Croatia by year and origin	120
7.1	A traditional wedding ceremony in M'tsapéré (Mayotte)	160
7.2	A tour guide explaining Lazaret history	165
7.3	A retail outlet of handicrafts made in Madagascar	172
8.1	Young man of Mayan descent	190
10.1	Simplified representation of a value chain	224
10.2	Partially disintermediated chain	225
10.3	Disintermediated chain	225