

Contents

List of Figures	vii
Acknowledgments	ix
Contributor Biographies	xi
Introduction: An Inquiry into the Cultural Wealth of Nations Nina Bandelj and Frederick F. Wherry	1
Part I Empirical and Theoretical Motivations	
1 The Political Economy of Cultural Wealth Miguel A. Centeno, Nina Bandelj, and Frederick F. Wherry	23
2 Bringing Together the Ideas of Adam Smith and Pierre Bourdieu Richard Swedberg	47
Part II Constructing Cultural Wealth	
3 When Cultural Capitalization Became Global Practice: The 1972 World Heritage Convention Alexandra Kowalski	73
4 Selling Beauty: Tuscany's Rural Landscape since 1945 Dario Gaggio	90
5 Impression Management of Stigmatized Nations: The Case of Croatia Lauren A. Rivera	114

Part III Converting Cultural Wealth into Economic Wealth

- 6 The Culture Bank:
Symbolic Capital and Local Economic Development
Frederick F. Wherry and Todd V. Crosby 139
- 7 Converting (or Not) Cultural Wealth into Tourism Profits:
Case Studies of Reunion Island and Mayotte
Madina Regnault 156

Part IV The Cultural Wealth in Global Value Chains

- 8 Constructing Scarcity, Creating Value:
Marketing the *Mundo Maya*
Jennifer Bair 177
- 9 Creating and Controlling Symbolic Value:
The Case of South African Wine
Stefano Ponte and Benoit Daviron 197
- 10 Cultural Brokers, the Internet, and Value Chains:
The Case of the Thai Silk Industry
Mark Graham 222
- Notes 241
- References 247
- Index 275