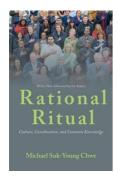
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RATIONAL RITUAL: CULTURE, COORDINATION, AND COMMON KNOWLEDGE (PAPERBACK)



Princeton University Press, United States, 2015. Paperback. Condition: New. Revised edition. Language: English. Brand new Book. Why do Internet, financial service, and beer commercials dominate Super Bowl advertising? How do political ceremonies establish authority? Why does repetition characterize anthems and ritual speech? Why were circular forms favored for public festivals during the French Revolution? This book answers these questions using a single concept: common knowledge. Game theory shows that in order to coordinate its actions, a group of people must

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- Authored by Michael Suk-Young Chwe
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