



Consuming Ancient Egypt (Encounters with Ancient Egypt)

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Consuming Ancient Egypt examines the influence of Ancient Egypt on the everyday lives of contemporary people, of all ages, throughout the world. It looks at the Egypt tourist sees, Egypt in film and Egypt as the inspiration for opera. It asks why so many books are published each year on Egyptological subjects at all levels, from the austere academic to the riotous celebrations of Egypt as a land of mystery, enchantment and fantasy. It then considers the ways in which Ancient Egypt interacts with the living world, in architecture, museum going, the acquisition of souvenirs and reproductions, design, and the perpetual appeal of the mummy. The significance of Egypt as an adjunct to (and frequently the subject of) marketing in the consumer society is examined. It reveals much about Egypt's immemorial appeal and the psychology of those who succumb to its magic.

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