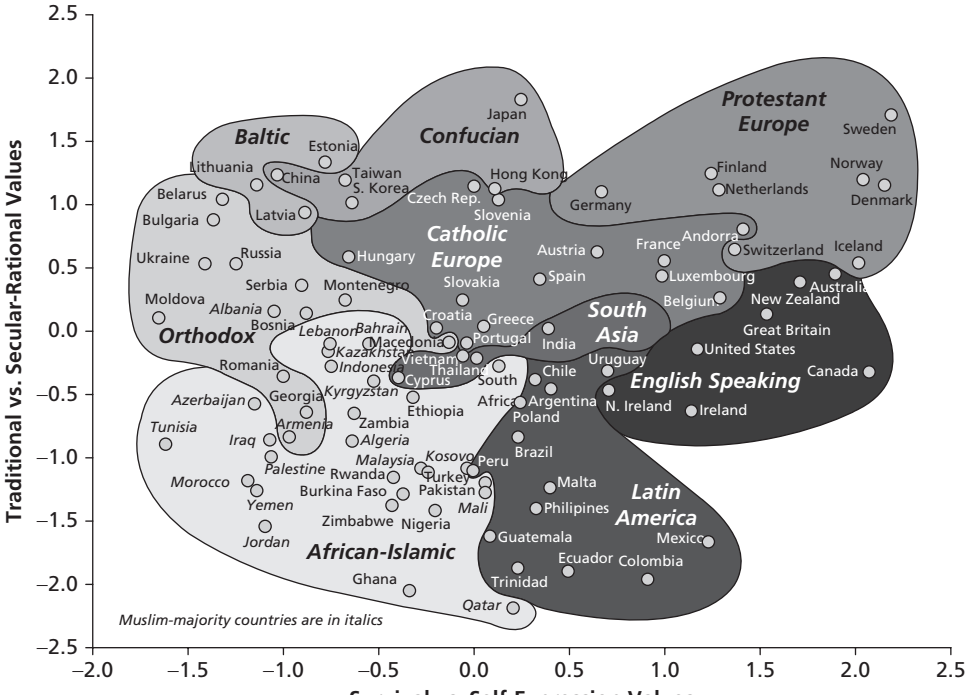FIGURE 7.2 **A Cultural Map of the World**