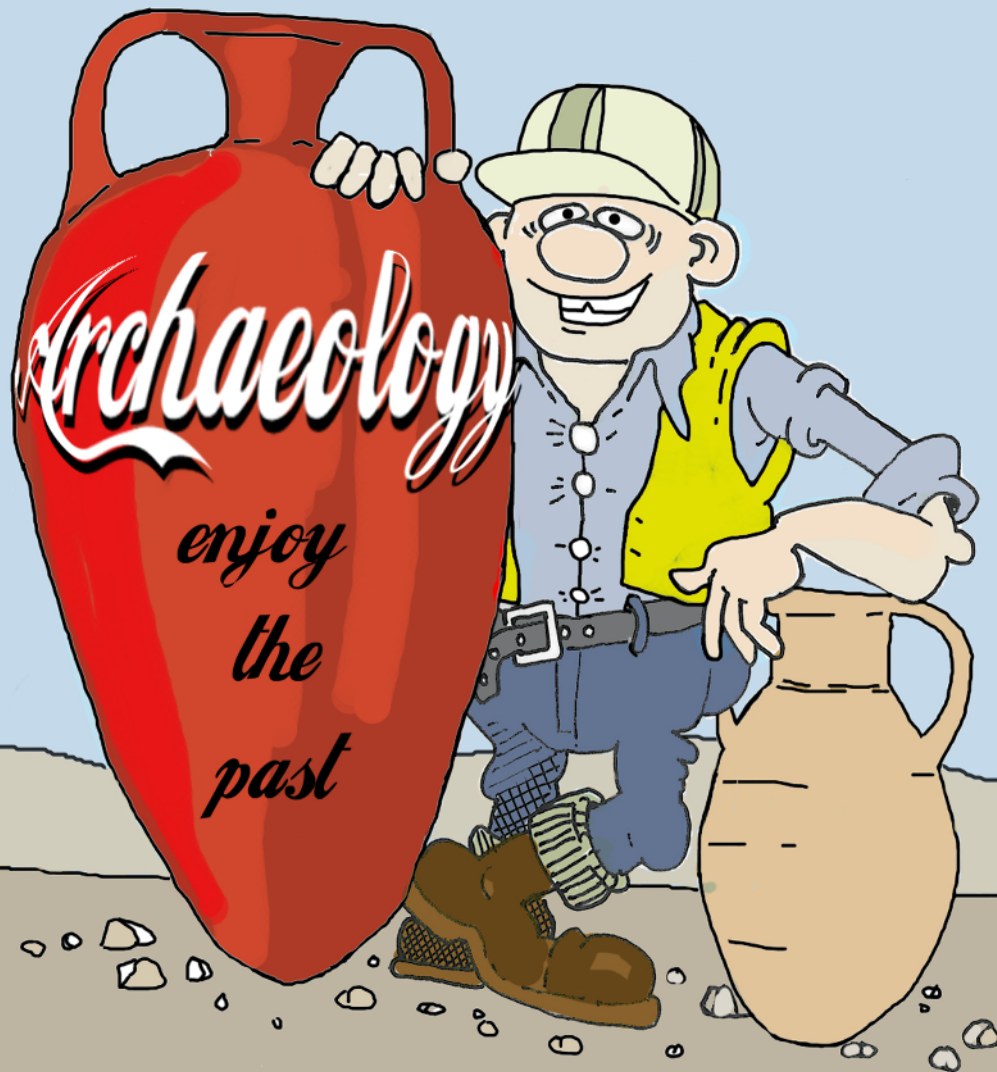


# ARCHAEOLOGY IS A BRAND!



THE MEANING OF ARCHAEOLOGY IN  
CONTEMPORARY POPULAR CULTURE

## Cornelius Holtorf

ILLUSTRATED BY  
Quentin Drew

FEATURING  
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 **Routledge**  
Taylor & Francis Group  
LONDON AND NEW YORK

Published in the rest of the world by: Archaeopress.  
First published 2007 by Left Coast Press, Inc.

Published 2016 by Routledge  
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN  
711 Third Avenue, New York, NY 10017, USA

*Routledge is an imprint of the Taylor & Francis Group, an informa business*

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*Library of Congress Cataloging-in-Publication Data*

Holtorf, Cornelius, 1968-

Archaeology is a brand : the meaning of archaeology in contemporary popular culture /  
Cornelius Holtorf ; illustrated by Quentin Drew.

p. cm.

Includes bibliographical references and index.

ISBN 978-1-59874-178-0 (hardback : alk. paper)

ISBN 978-1-59874-179-7 (pbk. : alk. paper)

1. Archaeology--Social aspects. 2. Popular culture--Great Britain. 3. Popular culture--Germany. 4. Popular culture--Sweden. 5. Popular culture--United States. 6. Mass media--Social aspects. 7. Archaeology--Public opinion. 8. Archaeologists--Public opinion. I. Title.

CC175.H65 2007

930.1--dc22

2007001955

ISBN-13: 978-1-59874-178-0 (hbk)

ISBN-13: 978-1-59874-179-7 (pbk)