
Contents

Introduction	ix
Chapter 1. History of Color	1
1.1. Linnaeus and us	1
1.2. Ultraviolet and melanin	5
1.3. The skin map	8
1.4. New World Drama	10
1.5. Foundations of an unfounded theory	13
1.6. Deviations in the 19th and 20th Centuries	14
1.7. Symbols and fantasies	20
1.8. Whiteness, blondness and blueness	24
Chapter 2. Geoclimate and Prosperity	27
2.1. Comparisons	27
2.2. More comfortable in the cold than in the heat	35
2.3. Delights of thermal comfort	39
2.4. Temperate life	43
2.5. Time and temperature	45
Chapter 3. Pathway of Societal Precociousness	53
3.1. From climate to history	53
3.2. Original migrations	57
3.3. The corridor effect	60
3.4. On the road to human societies	66
3.5. Obsessive obsidian	71

3.6. From self-service to production control	73
3.7. A crescent	79
3.8. ...fertile in ideas	81
3.9. The emergence of the alphabet	86
Chapter 4. Diffusion of Societal Achievements	91
4.1. The notion of diffusion	91
4.2. Initiation of diffusion	93
4.3. Dynamics of diffusion	99
4.4. From diffusion to prosperity	104
4.5. Other migration and other diffusion	112
4.6. The steppe issue	126
Chapter 5. Cultural Intermission	133
5.1. Taking stock	133
5.2. Tracing culture	135
Chapter 6. Mechanism and Realities	143
6.1. The world's mechanism	143
6.2. A very important differential	146
6.3. Two sub-species?	155
6.4. What connects the two realities?	158
6.5. Youths	162
Chapter 7. Other Potential Reasons for Societal Imbalances	167
7.1. <i>Inter</i> and <i>intra</i> variation	167
7.2. WCM and income inequality	171
7.3. Factors of income inequality	175
7.4. The creation of inequality	188
7.5. An Asian energy?	194
7.6. Combining equality and prosperity	197
Chapter 8. Three Crucial Questions	201
8.1. A potentially different world?	201
8.2. A potentially devastated world?	203
8.3. Any damage?	209

Chapter 9. Rebalancing Societies	213
9.1. In search of the human project	213
9.2. Two major societal innovations	221
9.3. Containing the WCM	223
9.3.1. Obstacles	223
9.3.2. The educational component	227
9.3.3. The institutional aspect	228
9.4. The future: containment or conflict?	232
9.5. Arrival	234
References	239
Index	271