The title *Archaeology of Intangible Heritage* is used because, as the author points out in the introduction, “This work rests on the assumption that actual customs and so-called beliefs, traditional narratives and art and folklore data in general are signifiers—pointers to a conceptual fabric that confers sense.” The author advises that discussions will follow on “ancient sources, as well as on modern ethnography and folklore, in order to examine the tacit coherence of underlying representations.”

The book is full of detailed examples, particularly from folklore. Such folklore often focuses upon sex. Thus there is a chapter concerned with sexual horns and the term “cuckold.” It is pointed out that in some countries March 19, the date for the arrival of the cuckoo, has become the day of St. Joseph and also Father’s Day. Another chapter is concerned with conception, where the analogy of cheese and conception is explored. A further chapter is concerned with lunal influences in relation to birth and death. There are a variety of references to Roman and medieval sources, art, as well as to anthropologists such as James Frazer. The strength of the book lies in the way it draws links to folklore and folk religion. These links can be useful in considering the relevance to implicit religion, but this may require some work on the part of the reader.

The chapter on Cosmic Cycles begins with the comment that “Interestingly, the examined action that ancestors reincarnate in their descendents clarifies a number of obscure pieces of folklore.” Thus a death within a family is seen as paving the way for new birth. The exploration of the links to folklore is fascinating and these in turn cause the reader to consider the phenomena in contemporary life. It is here that the social anthropologist and ethnographer come in. The continuation of names from grandparents to grandchildren is an interesting practice that may carry an implicit dimension.

This is a fascinating resource book for those who wish to be taken on a tour through ancient folklore. It will enable them to return and find links with some of the underlying cultural assumptions which this book points out.