Contents

INTRODUCTION • I Pop Quiz

CHAPTER ONE • 17 Reading as Imitation

CHAPTER TWO • 54 Reading as Feeling

CHAPTER THREE • 94 Brand Reading

CHAPTER FOUR • 134 Sight Reading

CHAPTER FIVE • 173 Reading like a Bureaucrat

CHAPTER SIX • 208 Reading like a Revolutionary

> CONCLUSION • 253 Retracing One's Steps

Acknowledgments • 259 Notes • 261 Index • 279