

## CONTENT

<b>Anda Laķe.</b> Introduction .....	5
<b>Dieter Georg Adlmaier-Herbst.</b> Global Relationship Management in a Digital World .....	7
<b>Andris Kairišs.</b> Awareness Raising and Protection of Archaeological Heritage .....	20
<b>Agnese Treimane.</b> The Clash of Opinions Regarding Innovation in a Tradition: the Case of the Repertoire of Latvian Nationwide Song and Dance Celebration .....	42
<b>Mathieu Bokestael.</b> Is Every Path the Right Path? A Semiological Analysis of the Axiological Choices in <i>Mr Nobody</i> (2009) .....	54
<b>Ieva Andžāne.</b> Museum as an Object of Change .....	68
<b>Zenta Broka-Lāce.</b> The Development of Archaeological Thought in Latvia during the Construction of the River Daugava Hydropower Plants .....	81
<b>Ēriks Bormanis.</b> Personification and Embodiment in “The Bottle Neck” ( <i>Flaskenhalsen</i> ) by H. C. Andersen and its Translations into English, Latvian and Russian .....	99
<b>Liena Galeja.</b> Use of Abuse: Thematization of Victims and Perpetrators in the Context of the Historical Master Narrative of Latvia .....	106
<b>Laura Bukbārde.</b> Do Cultural Tourists Going to Regional Concert Halls Benefit Local Economies? A Comparative Induced Impact Analysis in Latvia .....	118
<b>Ojārs Stepens.</b> Cultural Policy of Undemocratic Countries Nowadays: Relationship between State and Private Sectors .....	129