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A meme (/ m i? m / MEEM) is an idea, behavior, or style that spreads from person to person within a culture—often with the aim of conveying a particular phenomenon, theme, or meaning represented by the meme. A meme acts as a unit for carrying cultural ideas, symbols, or practices, that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable ...A hundred times every day I remind myself that my inner and outer life are based on the labors of other men, living and dead, and that I must exert myself in order to give in the same measure as I have received and am still receiving. Sometimes Alexander the Great's brilliance as a general is questioned. Such criticism is usually focused on his conduct of battles. This is a little hard to understand, since Alexander's tactics were often brilliant. The study of tourism has made authenticity a scholarly issue but without even a hint of consensus about what the concept represents. Is it a property of toured objects and events, or a state of mind, or a mode of being toward tourism?