

Contents

| | |
|-------------------------------------|-----|
| <i>List of figures</i> | vi |
| <i>List of tables</i> | vii |
| <i>Preface and Acknowledgements</i> | ix |

PART I CULTURAL ISSUES IN ECONOMIC PERSPECTIVE

| | |
|--|----|
| 1 From 'economic man' to 'ethical man' | 3 |
| 2 Economics as an imperialistic social science | 27 |
| 3 Economic analysis of society: the contribution of Frank Knight | 44 |

PART II ENTREPRENEURSHIP IN A CULTURAL CONTEXT

| | |
|---|-----|
| 4 Entrepreneurship and business culture | 79 |
| 5 Modelling entrepreneurship | 104 |
| 6 Cultural factors in innovation | 131 |

PART III THE POLITICAL ECONOMY OF NATIONAL CULTURE

| | |
|--|-----|
| 7 Cultural determinants of national economic performance | 161 |
| 8 Industrial policy in cultural perspective | 186 |
| 9 Brands: economic ideology and consumer society | 210 |
| 10 Entrepreneurship, regional development and minority language | 226 |
| 11 Enterprise culture and institutional change in Eastern Europe | 252 |
| <i>Index</i> | 277 |