

Contents

1. Homo Symbolificus, **3**
 2. An Analysis of Meaning-Making, **25**
 3. Process and Performance, **47**
 4. Knowledge, **71**
 5. Personality, **97**
 6. Strategies, **120**
 7. Word Processors, **140**
 8. Idea Processors, **161**
 9. Work Environments, Schedules, and Rituals, **185**
 10. The Psychology of Symbol Creation, **203**
- References, **225**
- Index, **249**