Acknowledgments

In the initial stages of my explorations while starting my PhD research, I came across the following quotation from Nancy Adler (2002):

*A cultural orientation describes the attitudes of most people most of the time, never of all the people all of the time*

This statement intrigued me. Behavior and attitude are apparently not something generic but are driven by many factors, culture being one. At the same time, in my daily work I increasingly observed the tendency to try to manage organizational behavior through rules, codes and other more formal control mechanisms. The book before you reflects my explorations through the world of culture and behavior, and the interaction between the two. This endeavor gave me a couple of quite intense and very interesting and insightful years – years in which I was given the opportunity to meet a lot of inspiring people, read many interesting papers and books, and learn to deal with many challenges along the way, big and small, professional and personal. Furthermore, it provided a fruitful ground for me to apply my knowledge in this area of culture and behavior in my professional. In other words, this PhD study enriched my personal, academic, and professional development tremendously.

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