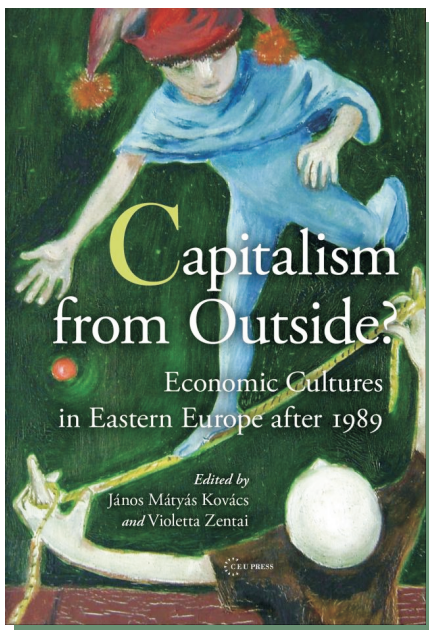


# HOT OFF THE PRESS

THE CENTRAL EUROPEAN UNIVERSITY PRESS IS PROUD TO  
ANNOUNCE THE RELEASE OF

## CAPITALISM FROM OUTSIDE? ECONOMIC CULTURES IN EASTERN EUROPE AFTER 1989



360 pages, cloth  
ISBN 978-615-5211-33-1  
\$55.00 / €50.00 / £45.00

Does capitalism emerging in Eastern Europe need as solid ethnic or spiritual foundations as some other “Great Transformations” in the past? Apparently, one can become an actor of the new capitalist game without belonging to the German, Jewish, or, to take a timely example, Chinese minority. Nor does one have to go to a Protestant church every Sunday, repeat Confucian truisms when falling asleep, or study Adam Smith’s teachings on the virtues of the market in a business course. He/she may just follow certain quasi-capitalist routines acquired during communism and import capitalist culture (more exactly, various capitalist cultures) in the form of down-to-earth cultural practices embedded in freshly borrowed economic and political institutions. Does capitalism come from outside? Why do then so many analysts talk about hybridization?

This volume offers empirical insights into the current cultural history of the Eastern European economies in three fields: entrepreneurship, state governance and economic science. The chapters are based on large case studies prepared in the framework of an eight-country research project (funded by the European Commission, and directed jointly by the Center for Public Policy at the Central European University and the Institute for Human Sciences) on East-West cultural encounters in the ex-communist economies.

“A book that should not be missed, beyond region and EU specialists, by those interested in the new debates on *comparative capitalism*.” - Claus Offe, Professor Emeritus, Hertie School of Governance, Berlin

“The book should be read, not only by people interested in this part of the world, but by anyone concerned with the interaction of economics with culture and history.” - Peter L. Berger, Senior Research Fellow, Institute on Culture, Religion and World Affairs, Boston University

Haralan Alexandrov, Paul Dragoş Aligică, Roumen Avramov, Drago Čengić, Rafael Chichék, Ildikó Erdei, Vojmir Franičević, Petya Kabakchieva, Irena Kašparová, Jacek Kochanowicz, Éva Kovács, János Mátyás Kovács, Katalin Kovács, Mladen Lazić, Kamil Mareš, Florian Nițu, Horia Paul Terpe, Vesna Vučinić-Nešković, Violetta Zentai

### Where to order:

Europe, Asia, Australia and New-Zealand: CEU Press c/o NBN International, [orders@nbninternational.com](mailto:orders@nbninternational.com)

United States: CEU Press c/o Books International, [mgreenwald@sorosny.org](mailto:mgreenwald@sorosny.org)

Canada: CEU Press c/o University of Toronto Press Inc., [utpbooks@utpress.utoronto.ca](mailto:utpbooks@utpress.utoronto.ca)

Information, review copies and other requests: [ceupress@ceu.hu](mailto:ceupress@ceu.hu)

[www.ceupress.com](http://www.ceupress.com)

