CONTENTS

| Preface | IX |
|--|-----|
| Part 1: Framing and raising awareness | 1 |
| Chapter 1: Doing the right thing starts at home; in the end it is the | |
| culture that matters | 3 |
| Chapter 2: Different ways of making sense of culture in relationship | 1 1 |
| to the economy | 11 |
| Chapter 3: Doing the right thing is a matter of realizing values | 21 |
| Chapter 4: Phronesis is the virtue in making values real | 27 |
| Part 2: The conceptual framework | 45 |
| Chapter 5: About values | 47 |
| Chapter 6: To realize values we need to procure goods, the most | |
| important of which are shared | 75 |
| Chapter 7: The goods to strive for are our ideals | 101 |
| Chapter 8: The sources for doing the right thing; about richness | |
| and poverty | 125 |
| Chapter 9: Realizing values in five different spheres:involving others Chapter 10A: An exploration of the five spheres: logic, rhetoric, | 145 |
| values and relationships. The oikos and the social and | |
| the cultural spheres first | 171 |
| Chapter 10B: The market and governmental spheres, and the | |
| spillovers, overlaps among the five spheres | 193 |
| Chapter 11: So what? | 217 |
| Bibliography | 231 |
| Index | 237 |