

Subject Index

- accuracy illusion, 378
- achievement orientation, 377
- adaptive unconscious, 132, 144, 146–147, 155–156, 491
- Adult Population Survey, 451
- advanced attribution error (AAE), 130, 132
- advanced overconfidence bias (AOB), 131–132
- advertising, 45, 58, 61–62, 70–71, 87, 104, 148, 194, 207, 265, 267, 284, 286, 290, 319, 333
- agreement, 211
- alcohol, 246–249
- alerts, 438
- alternatives, 208
- Amazon, 439
- analytical thinking, 377
- anecdote, 21, 23, 177
- anima, 412–415, 420, 426, 429
- animus, 395, 412–415, 427–429
- Anscombe's quartet, 465, 467
- antagonist, 44–45, 92
- antecedent conditions, 377–379
- anthropomorphic, 41–42, 47
- archetype, 42–44, 47–48, 53–54, 56–58, 63, 85, 88–92, 96, 100–103
- asymmetric, 26, 371, 375, 379–385, 386, 390, 392, 396–398, 437, 441, 442, 444, 446, 447, 448, 449, 454, 457, 463, 465, 485, 486, 487, 488
- asymmetric index measures, 487
- asymmetric theory, 379–385, 448, 485
- auto-driving, 5, 236, 250, 275, 277, 280–281, 285, 288, 291
- automatic thought-retrieval, 139
- autonoetic, 46
- awakening, 88, 91–92, 96–98
- backstage, 158, 163, 173–174, 176, 187–188
- balance theory, 63, 70, 102, 235, 237–238
- bargaining, 208, 211, 212–215
- Barq's, 144
- behavioral event interview (BEI)
 - competencies, 377, 378, 379, 440
- Blog, 43–44, 58–60, 62–64, 69–71, 77, 91, 96, 100–101
- Boolean algebra, 381–382, 434, 440, 457, 486
- Boone, 278, 282–287, 290–299
- Buddhist, 91, 130
- building-in degrees-of-freedom, 12, 278, 493
- buyer, 208, 210, 211
- buying center, 256–257, 260, 262, 332
- case identification hypotheses (CIH), 371, 375, 385, 389, 390–392
- case study research, 1–42, 44–46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 86–88, 90, 92, 94, 96, 98, 100, 102, 104, 107–108, 110, 112, 114–116, 118, 120, 122, 124, 126, 130, 132, 134, 136, 138, 140, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178,

- 180, 182, 184, 186, 188–192, 194, 196, 198, 200, 202, 204, 218, 220, 222, 224, 226, 228, 230, 232, 234–271, 273–299, 301–329, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352–354, 356, 358, 360, 362, 364, 366, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 489–500
- case-based theory, 385–392
- cased-based macro models, 433
- catharsis, 43, 88, 91–92, 99–100
- causal asymmetry principle, 381, 445, 550
- causal recipe, 19, 25–26, 28, 30, 33, 385, 386, 390, 395, 397, 403–405, 414–415, 417, 419–420, 426–430, 490–492
- cause mapping, 353–354, 357–358, 362, 364
- Clark Kent, 101–102
- climax, 93
- cohort auditor, 118
- collectivism, 370, 400, 404–406, 410–411, 427, 442
- commodity purchase planning (CPP), 343
- commons, 364
- COMPASSS.ORG, 370, 392
- complexity theory, 437, 442, 444–446, 447, 454, 465, 470, 486
- configural, 371, 377–379, 380, 441, 442, 447, 456, 489–490, 499
- configuration, 433, 434, 435, 436, 437, 440, 441, 444, 445, 446–447, 449–457, 460, 463, 473, 478, 481, 483–484, 487–488
- confirmation, 30, 33, 105, 114, 126, 130–131, 133, 164, 195, 199, 203, 221, 271, 275, 287, 451, 468
- confirmatory personal introspection, 24, 87, 107, 109, 111, 113–115, 117, 119, 121, 123, 125, 127, 129, 164, 490
- conjunctive-disjunctive, 489, 494–495, 499
- conscious, 3–5, 15, 42–44, 46, 49–51, 54, 59, 68, 70, 85–88, 92, 96, 102–103, 105, 107–108, 113, 115–116, 121–123, 125–126, 129–133, 135–137, 139, 141, 147, 157, 160, 162, 164, 166, 175–176, 179, 184, 236, 248, 301–303, 306, 312–314, 317–318, 320, 489, 491, 498
- consistency, 29–30, 158, 186, 384, 385, 387, 388, 392, 396, 419–420, 426–428, 446, 449, 450, 453, 463–465, 466, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 481, 482, 483, 484, 486
- consistency coefficient, 463
- consistency index, 384, 387–388
- context, 1–2, 5, 9, 20–21, 33, 35, 40, 86, 99, 104, 109, 116, 145, 159, 162, 164, 166, 189, 191–193, 239, 251, 254–256, 262–263, 269–270, 274, 301, 303, 305–306, 331, 353, 370, 438, 489, 491–494, 497–498
- contingency, 15, 217–221, 223, 230, 232, 301, 314, 318, 420, 490, 494
- control, 6, 11–13, 16, 42, 49, 60, 88, 160, 248, 258, 348, 362–363, 367, 376, 411, 440
- conversation analysis, 189–190
- cool being, 68
- corporate purchase agreement (CPA), 334, 335, 340–342, 350
- correlation coefficients, 378
- Corrupt Practices Index (CPI), 455
- cost avoidance, 26–27, 224, 227, 231, 348
- coverage, 17–18, 22–25, 29–33, 37, 39, 134, 204, 210, 211, 252, 384, 385, 387, 388, 390, 391, 396, 419–420, 426–428, 446, 450, 453, 463–465, 466, 469, 470, 471, 472, 473, 475, 476, 478, 481, 482, 483, 484
- coverage coefficient, 463
- coverage index, 384, 387–388
- creative destruction, 436, 452
- “creative destructive”, 107

- creatives, 438
 critical test, 251, 253–254, 273, 278,
 292, 488
 cultural value configurations, 435, 446,
 457, 460, 470, 474, 475, 476
 cultural value theory, 370
 culture, 1, 16, 48, 87, 108, 116, 133, 143,
 145, 169–170, 193, 252, 307, 335, 370,
 395–396, 399–403, 405, 408–413,
 416, 418, 421–425, 429–430, 433,
 434, 435, 437–444, 446, 448, 449, 450,
 453, 455, 460, 461, 464, 478, 479, 480,
 481, 485, 486, 487, 488
 culture configuration, 434

 dampening, 357–358, 362
 data analysis, 370, 443
 data collection and analyses, 456–465
 decision, 1–2, 4, 8, 12–13, 15, 20, 23,
 31–33, 35, 38–39, 107, 113–117,
 120–122, 124–126, 143, 169,
 217–221, 223–225, 227, 229–231,
 233–234, 242, 251, 253–263,
 270–271, 280, 285, 290, 303,
 310–312, 314, 316–317, 332–336,
 339, 344, 349–352, 440, 468,
 489–490, 494–495, 497
 decision systems analysis, 15, 23, 33,
 38–39, 225
 deliberate, 23–24, 33, 36, 157–158,
 183–184
 dependent variable, 10, 13, 19, 31, 305,
 320, 355, 396–398, 411, 421–425,
 490–491
 description, 6, 8, 11–13, 16, 32, 39, 62,
 67, 113, 119, 136, 149, 154–155,
 175, 177, 184, 218–219, 224, 232,
 239, 241–242, 274, 293, 302, 311,
 332, 339, 343, 370, 371, 372, 373,
 375, 377, 384, 385, 444, 497
 deviation amplifying, 358
 DOF, 38–39, 67
 drama, 41, 43–45, 49, 51, 53, 55–56,
 58, 61–63, 68–71, 139–140
 dual-analytical practice, 392

 dual processing theory, 86, 104
 dynamic, 3, 12–13, 30, 33–34,
 183–184, 194, 207, 354, 361–362,
 364–365, 400, 489, 491, 496, 499
 dynamic causal modeling, 12–13

 ecological systems theory, 303, 307
 emic, 1, 8, 16, 39, 44, 49, 51, 54, 56, 58,
 63, 67, 69, 105, 117, 125–126, 140,
 158–161, 164, 166–167, 169, 172,
 179, 182–185, 188, 311
 empirical positivism, 18, 20
 empirical research, 370, 438
 enactment, 53–54, 56, 67, 103, 162, 167,
 169–170, 183, 186
 entrepreneurial nurturing behavior
 (ENB), 450, 451
 entrepreneurship, 433, 434, 436, 437, 438,
 439, 440–444, 446, 448, 450, 452,
 453, 454–456, 468, 471, 473, 477,
 478–481, 482, 483, 484, 486, 487, 488
 environment, 32, 62, 71, 118, 161, 164,
 166, 170, 172, 177, 179, 181, 185,
 188, 193, 223, 274, 291, 303, 306,
 331–332, 353, 358, 364, 367, 451, 493
 Epsilon, 332, 335–339, 343–344,
 347–349, 351–352
 Epsilon Corporation, 332, 335–338, 349
 equifinality principle, 381, 445
 ethnographic, 9, 12–13, 31, 113, 219,
 303, 311, 331, 335, 352, 490, 496
 etc, 8, 16, 39, 54, 56, 58, 63, 105,
 125–126, 140, 143, 155, 184–185
 ex-ante forecast, 378
 exchange behavior, 194, 205, 207, 208
 expertise, establishing, 216
 explanation, 8, 11–13, 16, 24, 101,
 129–130, 134–136, 141, 172, 207,
 230, 236, 261, 269–270, 305, 307,
 355, 357, 403, 420, 426
 explicit, 5, 8–9, 16, 18, 20, 32, 35, 37,
 51, 104, 107, 114, 125, 131–133,
 138–141, 143–145, 147, 156, 184,
 218, 233, 253, 301, 304, 307, 358,
 365, 487

- feedback, 8, 10, 23, 33, 116, 122, 136,
 254, 332, 346, 353–355, 361–362,
 496
 femininity, 442
 FIT – freely independent traveler, 310,
 404, 409
 fit-like-a-glove (FLAG), 134, 301, 303,
 305–307, 314
 flow, 31, 45, 51, 63, 67, 156, 169, 310,
 331, 336, 339, 352
 folk, 24, 129–130, 134, 236
 forced metaphor elicitation technique
 (FMET), 23–24, 105, 118–120,
 123, 125, 138–140, 143–145,
 147–149, 151, 153–155, 166, 261
 formulating theory, 369
 front stage, 158–163, 167–168, 172,
 176–179, 181, 183–184, 186, 188
 fundamental attribution error,
 129–130, 132, 136, 141
 fuzzy set, 19, 21, 23, 25–28, 381, 382,
 395, 397, 399, 401, 403, 405, 407,
 409, 411, 413–415, 417–421, 423,
 425, 427, 429, 431, 442, 445, 449,
 457, 463, 465
 fuzzy set qualitative comparative analy-
 sis (fsQCA), 382, 384, 457, 460
 fuzzy set social science (FSSS), 25, 30,
 32, 38, 40

 general theory of culture, entrepreneur-
 ship, innovation, and QOL, 446
 Global Entrepreneurship Index (GEI),
 452, 483
 Global Entrepreneurship Monitor
 (GEM), 451, 460, 463, 464
 Global Innovation Index (GII), 452,
 463
 golf, 324, 353–367, 407
 grand incompetency, 378

 Hawaii, 44, 305, 307–324
 health insurance, 209
 help, 32, 35, 39, 43–44, 47–48, 78, 92,
 98, 113–114, 120, 125, 132, 136,
 144, 154, 166, 184, 195, 197, 201,
 203, 236, 244, 250, 264, 283–284,
 299, 316, 334, 350, 353, 361–362,
 389, 392, 406, 439, 452, 470, 481,
 487
 hero, 43–44, 48, 55, 57, 88–89, 145
 hidden demon, 33, 353–354, 496
 hierarchy, 46, 235, 400, 442
 historical method, 25, 30, 115–116
 Hofstede’s cultural values paradigm,
 435
 Hofstede’s theory, 370
 Holocaust, 49, 86, 237
 humanistic, 115, 117–118, 126

 icon, 50, 397, 414
 IKEA, 169
 illusion, 129–133, 135, 137, 139, 141,
 371, 376, 378
 imbalance, 49, 52, 63, 69, 102, 235, 238
 IMDAR, 34, 496
 impact/influence, 377
 implicit, 18, 24, 32, 35–36, 51, 104, 110,
 114, 130–133, 138–141, 143–145,
 147–148, 156, 166, 218, 233, 301,
 304, 307, 364, 433, 491
 independent variable, 10, 19, 31, 305,
 320, 355, 371, 372, 373, 378, 384,
 385, 396–398, 411, 444, 490–491
 individualism, 370, 395, 399–400,
 404–406, 410–415, 418, 430–431,
 434, 440, 442, 444, 449, 468, 485
 individualism countries, 442
 individualism index (ID), 442
 individualism versus collectivism, 442
 inertia, 33, 80
 informant, 5, 24–25, 31–32, 35–39,
 70–71, 104–105, 107–110, 114,
 117, 119–120, 122–126, 129–130,
 136–141, 143, 145, 148–149,
 154–155, 185, 194, 239–240, 246,
 259, 264, 301–302, 306–308, 311,
 313, 329, 331, 351
 innovation, 433, 434, 445, 446, 451, 452,
 468, 477, 480, 481, 482, 486, 487

- “Innovative” entrepreneurs, 437
 inside auditor, 117–118, 125
 insurance, 209–212, 214
 interactions, recording, 208
 inter-judge reliability, 260
 internal branding, 157–158, 160,
 162–163, 167, 183–184
- “Joe the Plumber”, 23
 journey, 57, 66, 77, 80, 82, 89, 91–92,
 97–101
- laddering, 148, 235–241, 243, 245,
 247–250
 law of the instrument, 21, 40
 lead user, 34
 level 1, 3, 248, 250
 level 2, 3–4, 248, 250
 level 3, 4, 248
 level 4, 4, 248
 level 5, 4–5, 248
 life insurance, 208, 209–210
 little trickster, 43, 55, 57, 90
 logical positivistic, 251–252
 long interview method, 24, 274,
 278–279, 302, 307, 320
 loops, 8, 10, 13, 23, 33, 79, 122, 355,
 357–359, 361–362, 496
 lying, 3, 11, 97
- Man-Whitney *U*-test, 215
 market prices, 26, 221, 226, 230
 market segmentation, 372
 market segmentation theory, 375
 masculinity, 48, 370, 397, 399–400, 404,
 408, 411–414, 431, 434, 435, 442,
 443, 449, 462, 485
 McClelland’s hypotheses, 441–442
 means-end chain (MEC), 235–238,
 240–242, 248, 250
 means-end laddering, 235, 237, 239,
 241, 243, 245, 247, 249
 member check, 20, 32, 58, 70, 114, 127,
 130–131, 141
 mental model, 1, 8–9, 16, 114, 233
- meta-analysis, 262
 metaphor, 5, 22–24, 67, 104–105, 107,
 110–113, 118–120, 123, 130,
 138–139, 143–144, 148, 164, 166,
 170, 172, 176–177, 179, 236, 240,
 261, 500
 meta-sensemaking, 6, 11
 micro-tipping point (MTP), 301,
 303–305, 314, 319–321
 mixed-methods, 23, 33, 35–36, 130,
 132–133
 Monet, 64, 76
 monoscenic, 93, 97, 102–103
 Moonstruck, 55
 mother-of-goodness, 43, 56
 motivation, 100, 115, 120, 156,
 263, 434
 Mountain Dew, 41, 44, 48, 88
 multi-collinearity, 376
 multi-person, 489
 multiple methods, 1, 33, 38, 107, 115,
 121, 125, 129, 364–366
 multiple regression, 378
 multiple regression analysis (MRA), 376
 multiple routes not one model only, 489
 myth, 41, 44, 47, 50, 54, 59, 67–69, 71,
 88, 97, 145
- nAch (need for achievement), 440, 441
 naïve observation, 12
 narrative, 41, 44–46, 50–51, 63, 67–70,
 85–89, 91, 93, 95–97, 99, 101, 103,
 105, 110, 252, 313
 National Experts Survey, 451
 natural field experimentation, 488
 “new wave theory”, 282, 292
 nonconscious, 132, 144–145, 147, 155
- operational data, 6, 8, 16
 “opportunity” entrepreneurs, 437
 opposable mind, 355, 361–362, 365
 optimality, 364
 outstanding versus typical executives,
 377
 over-confidence bias, 491

- P2b, 473
- Paris, 51, 56, 62, 64, 67, 70–71, 73–76
- participant, 8–9, 12–13, 16, 32, 35, 113, 117–118, 124, 132, 182, 193, 195, 198–199, 205, 219, 254, 274–275, 331–333, 335–337, 339, 341, 343, 345, 347–349, 351–352, 364, 492
- participant observation, 9, 12–13, 32, 35, 113, 193, 205, 254, 274–275, 331–333, 335, 337, 339, 341, 343, 345, 347, 349, 351–352, 492
- perceived transparency (PT), 455, 483
- personal selling, 207, 210
- phase theory, 121
- polyscenic, 91, 93
- postulate of commensurate complexity, 17–18, 22–23, 39
- postulate of disproportionate achievement, 17–18, 23, 25, 40
- power distance, 370, 396–397, 399–400, 404–405, 407, 411–414, 430–431, 434, 442, 443, 445, 449, 462, 468, 485
- power distance index, 442
- prediction, 6, 11–13, 16, 19, 39, 219, 253–254, 256–257, 260–261, 263–265, 267–269, 271, 358, 361–362, 375, 378, 397, 410, 449, 455, 468
- predictive validity, 375, 377, 385, 488, 489, 491, 493, 495, 499
- prequel, 49, 52, 86, 91–92, 96, 238–239, 241, 243, 245, 247, 249
- presentational data, 6, 8
- “proper pleasure”, 92
- property space, 17, 22, 24, 37–38, 405, 411, 413–414
- protagonist, 23, 44–46, 49–52, 59–60, 68, 70–71, 85, 87–88, 91–92, 96–101
- puzzle, 195, 198–199, 201–204, 253
- qualitative comparative analysis (QCA), 304–305, 320–321, 386–387, 389, 395–399, 401, 403, 405, 407, 409, 411, 413, 415, 417–421, 423, 425, 427, 429–430, 434, 490–492, 496–497
- quality-of-life (QOL), 434, 436, 437, 439, 446–456, 457, 468, 470–471, 482, 486, 488
- rebel, 41, 44, 48, 88, 409
- regression analysis limitations, 371–379
- rejection inducing dimension, 122
- relative preference dimension, 122
- Religiosity and Atheism Index, 456
- replicative entrepreneurs, 437, 439, 452, 453, 454
- request for quotation, 259
- RFQ, 228, 339, 341, 344, 346, 348–349
- role-playing, 24
- salesman, 80, 194–195, 197–199, 201–205, 208, 209, 210, 211, 212, 213, 214, 215, 216
- salespersons, 207, 208, 209, 210, 212–216
- satisfy, 175, 256, 489, 497, 499
- scholarship, 442
- segmentation structure, 372
- self-employment, 438, 439
- self-fabrication, 129, 131, 133, 135, 137, 139, 141
- self-report, 18, 25, 50, 87, 96, 102, 105, 138, 141, 143–144, 154–155, 205, 321, 491
- seller, 208, 211
- selling/buying interactions, 207
- sensemaking, 6, 8, 11, 52, 130, 158, 160, 166, 183, 233
- sentiments, 6, 14–16, 238, 240
- similarity, establishing, 216
- software statistical package (SPSS), 376, 390
- solution, 13, 22, 168, 195, 198–199, 201, 203–204, 256, 258, 309, 332, 348, 355, 364, 370, 375, 463
- sports-watching, 376
- “stay-the-course” theory, 278, 292

- storytelling, 41–53, 55–59, 61–63, 65, 67–71, 73, 75, 77, 79, 81, 83, 86, 88, 91–93, 100, 103, 105, 111–112, 120, 141, 143, 148–149, 155, 164, 166, 170, 179, 185–186, 313, 319
 Street Corner Society, 32, 39, 193, 352
 structural equation modeling (SEM), 19–20, 25, 37, 370, 378, 392, 396, 486, 491
 structure, 32, 34, 45, 50, 52–53, 55, 58, 61, 91, 103, 143, 169, 172, 178–179, 181, 238, 333, 369, 386, 397, 407, 493
 subjective personal introspection, 21, 23, 108, 117, 126–127, 129–130, 137–138, 143–145, 147, 149, 151, 153, 155, 491
 symmetric, 369, 370, 371, 372, 375, 378, 379, 380, 381, 382, 383, 385, 392, 396–398, 441, 442, 444, 446, 447, 457, 463, 465, 486, 488
 symmetric tests, 370, 371–377, 378, 382, 441–442
 symmetric variable hypotheses (SVH), 369, 371, 375, 378, 385
 system 1, 85–87, 104–105
 system 2, 85–86, 104–105
 system dynamics, 23, 38, 353, 355, 357–359, 361–367, 492, 496
 systems thinking, 6, 38, 353, 355, 357, 359, 361, 363–365, 367, 489, 495–496, 499

 tacit knowledge, 24, 166
 talk, 15, 45, 65, 81, 104, 124, 168, 186, 189–191, 193–197, 199, 201, 203, 205, 207–216, 264, 316, 323–324
 tape-recording, 191
 technological entrepreneurship, 437
 Technorati, 43–44, 71
 “The asshole”, 30
 thematic apperception test (TAT), 138–140
 thick description, 6, 13, 20, 23–24, 31, 39, 107, 139, 179, 217–221, 223, 225, 227, 229, 231–233, 273–274, 279, 302, 308, 313, 320
 tipping point, 96, 301, 303, 308, 319, 361, 370, 378, 392, 441
 Tommy Hilfiger, 62, 65, 68, 70, 78, 81
 total early-stage entrepreneurial activity (TEA) index, 452
 Trade-off dimension, 121–123
 tragedy of the commons, 364
 transactions, 208, 210, 213
 transference theory, 143, 155
 triangulation, 6–9, 16, 22–23, 33, 35–36, 38–39, 48, 113, 131, 271, 274, 335, 352
 typology, 134–135, 138, 240–241, 369, 371, 405, 411, 442

 uncertainty avoidance, 370, 391, 395, 397, 400, 404, 406, 411–414, 430–431, 434, 440, 442, 443, 448, 449, 462, 485
 unconscious, 3–5, 15–16, 24, 42–44, 46–48, 50–51, 54, 56, 59, 70, 85–88, 91, 96–98, 102–105, 107–110, 113–116, 118–119, 121–126, 129–130, 132–133, 136–137, 143–147, 155–157, 160, 162, 164, 166, 170, 179, 184, 236, 242, 248, 250, 301–303, 306–307, 313–314, 320, 370, 395, 400, 413–414, 418, 489, 491, 498–500
 unintentional, 134–136, 145
 unobtrusive evidence, 489
 unstructured, 32, 178, 442
 unsustainable, 354, 358–359, 364–365

 value, 11, 20, 26–28, 121, 134, 139–140, 148, 159–160, 162–164, 168, 170, 176–182, 205, 207, 213, 217, 224–225, 233, 236, 239–240, 243–248, 251, 254, 302, 316, 331, 338, 340, 343, 355, 357, 361–362, 364–367, 370, 373, 375, 376, 382, 383, 384, 391, 395–397, 399–401, 403, 411, 414–415, 418–420, 427,

- 429–431, 433, 434, 435, 440, 441,
442, 443, 444, 446, 447, 449, 450,
451, 453, 455, 456, 457, 458, 459,
460, 461, 462, 463, 467, 470, 471,
474, 475, 476, 483, 484, 485, 486,
488, 492–493
variable directional hypotheses, 370, 385
Versace, 62, 66, 69–71, 81–83, 87,
93–103, 105
VFR, 404–405, 408–409, 417–418,
421–425
Visual narrative art, 85–87, 89, 91, 93,
95, 97, 99, 101, 103, 105
Volkswagen, 41, 56, 88, 102
“Weick’s clock”, 22–23
will, 3, 12, 21–22, 35, 37, 48–49,
63–64, 67, 72, 75, 77, 82, 98–99,
101, 104, 108, 110, 121–122, 126,
129–135, 137, 139, 141, 145,
154–155, 161, 168–169, 176,
179, 182, 184, 196, 198, 200, 205,
217, 225, 227–229, 231, 238, 244,
246, 248, 250, 256, 269, 282–283,
285, 294–295, 299, 301–302,
312–313, 319, 321–322, 324,
329, 333, 337, 342, 345–347, 352,
355, 357–358, 365, 405, 429, 490,
492, 495
Woodside’s box, 23, 32
Zaltman metaphor-elicitation technique
(ZMET), 5, 118–119, 139–140,
148, 166
zoomorphistic, 24, 143–144, 148–149,
154–155, 167