



Subjectivism and Interpretative Methodology in Theory and Practice

By *Fu-Lai Tony Yu*

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A study of the subjectivist approach to understand economic and social phenomena

“Tony Yu is one of today’s most thoroughgoing exponents of interpretive methodology and the subjective approach to economics. This wide-ranging collection showcases the diversity of phenomena to which, in his hands, this set of ideas can be applied—up to and including the painting of Vincent van Gogh and the sinking of the Titanic.” —Richard N. Langlois, Professor of Economics, University of Connecticut, USA

“Subjectivism and Interpretative Methodology in Theory and Practice by Tony Yu significantly pushes forward the subjectivist research program in both applied and theoretical directions. The economist, organizational scholar, political scientist and sociologist who take the study of the firm, purposive human action, innovation and learning seriously will greatly benefit from it.” —Giampaolo Garzarelli, Associate Professor, Department of Social and Economic Sciences, Sapienza Università di Roma, Italy

“Subjectivism and Interpretative Methodology in Theory and Practice” uses the subjectivist approach originated in Max Weber’s interpretation method, Alfred Schutz’s phenomenology, and Peter Berger and Thomas Luckmann’s sociology of knowledge to understand economic and social phenomena.

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