

While this book features among the best-written texts in the national context of Croatia, its strong critical stance towards the reception and application of Hofstede's model of national and regional culture can hardly be matched on an international scale. Not surprisingly, as the authors, Jadranka Švarc and Jasminka Lažnjak, have been affirmed as first-rate researchers in the field of sociology and related interdisciplinary fields in a series of specific sociologies (sociology of science and knowledge society). Since they are an established scholarly tandem, their writing is characterised by a remarkable conceptual-theoretical coherence, stylistic uniformity and a comprehensive treatment of the vast content of topics close to the area. The book warns against reductionist explanations as inadequate, both as regards economy and culture. Its interdisciplinary approach (socio-economic above all) to innovative behaviour is an innovation in its own right. It establishes a brand new research niche.

• *Professor Vjeran Katunarić, University of Zagreb*

Innovation culture in its broader sense (beyond organizational behaviour of business systems) is of crucial importance for creating the energy for change. This book examines the wider context of innovation culture, which is usually neglected by scholars at both national and international levels. It makes a valuable threefold contribution: (1) the book gives an excellent overview of the current scientific discussion in the field of innovation culture; (2) it applies and critically reviews Hofstede's model; and (3) it formulates new research questions for a better understanding of the ecosystem in which innovation culture is shaped.

• *Professor Emeritus Slavica Singer, University of Osijek*

