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*Znaczenie recepcji dorobku Bronisława Malinowskiego dla rozważań etyki gospodarczej nad kryzysem finansowo-gospodarczym*

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Artykuł opublikowany w „Annales. Etyka w życiu gospodarczym” 2011, vol. 14, nr 1, s. 101-113

Archidiecezjalne Wydawnictwo Łódzkie

Stable URL: [http://www.annaesonline.uni.lodz.pl/archiwum/2011/2011\\_01\\_szulczewski\\_101\\_113.pdf](http://www.annaesonline.uni.lodz.pl/archiwum/2011/2011_01_szulczewski_101_113.pdf)

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*Cultural Anthropology of Bronislaw Malinowski and Reflection on the Economic Crisis*

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Source: 'Annales. Ethics in Economic Life' 2011, vol. 14, nr 1, pp. 101-113

Published by Lodz Archdiocesan Press

Stable URL: [http://www.annaesonline.uni.lodz.pl/archiwum/2011/2011\\_01\\_szulczewski\\_101\\_113.pdf](http://www.annaesonline.uni.lodz.pl/archiwum/2011/2011_01_szulczewski_101_113.pdf)

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## **Cultural Anthropology of Bronisław Malinowski and Reflection on the Economic Crisis**

The paper presents two theories from the area of cultural anthropology. The first is B. Malinowski, who criticized economism and moralism. I present further stages of this criticism, with special importance placed on the concept of homo oeconomicus. Malinowski also showed how moral norms are implemented in primitive cultures by means of magic, cults, customs and rituals and rites. Another important section is devoted to Malinowski's analysis of how cultural institutions were important for stable functioning of primitive communities. They sheltered those communities from crisis of the kind that we experience today. The second theory is economical ethics of K. Hofman, one of the newest achievements of German business ethics. So works of cultural anthropology are worth being read again.

**Key words:** *cultural anthropology, Bronisław Malinowski, economic crisis*