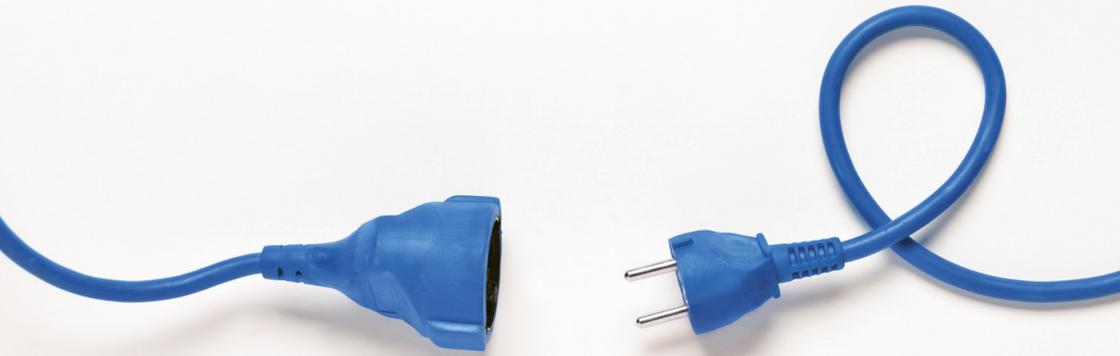


CONNECTING  
VALUES  
TO  
ACTION

NON-CORPOREAL  
ACTANTS AND CHOICE



CHRISTOPHER M. HARTT

# **CONNECTING VALUES TO ACTION**

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# **CONNECTING VALUES TO ACTION: NON-CORPOREAL ACTANTS AND CHOICE**

EDITED BY

**CHRISTOPHER M. HARTT**



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INVESTOR IN PEOPLE

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As I worked on this project over the past couple of years I realised that the impetus for the line of thought may come from something my boss from 1986 to 1996 at The Victoria General Hospital who would say, 'Logic is not a useful tool'. Since logic was my primary tool, this frustrated me *but* over time I began to realise that decisions are rarely made solely on logos. Ethos (character) and pathos (emotions) play a significant and frequently larger role, so thank you to all of the illogical decision makers in our health care system.

Finally, I thank my children Joshua and Noah Pohlkamp-Hartt. Parenting is an experience which provides many opportunities to recognise the lack of logic in our decisions. Our boys have provided me with insight into the illogical decisions of others by recognising the complete lack of careful thinking in many of my own. Reflexive analysis of my own stupidity has been a great learning experience. Providentially, they are resilient; and I am the proud father of two grown men, generally immune from my decisions, enrolling their own NCAs and reflecting on their own choices.

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# List of Abbreviations

A4	Paper size (210 × 297 millimeters or 8.27 × 11.69 inches)
ADHD	Attention Deficit Hyperactivity Disorder
AH	ANTI-History
ANT	Actor-Network Theory
BCE	Before Common Era
CNBC	Consumer News and Business Channel
CNN	Cable News Network
COO	Chief Operating Officer
CS	Critical Sensemaking Theory
EC	European Council
EU	European Union
$F = ma$	Force equals mass times acceleration (Newton's second law)
FLW	Frank Lloyd Wright
GAAP	Generally Accepted Accounting Principles
GHB	Gamma-hydroxybutyrate
HLM	Hierarchical Linear Modelling
IFAW	International Fund for Animal Welfare
IIM	Indian Institutes of Management
IPO	Initial Public Offering
Ipsos Mori	Formed by Merger of IPSOS and Market & Opinion Research International (IPSOS was formed in Paris from the French Institute of Public Opinion and ISOS (acronym undefined))
MIT	Massachusetts Institute of Technology
MOH	Management and Organisational History
NCA	Non-Corporeal Actant (sometimes actor)
NIPP	nacionalnih izvora prostornih podataka – Croatia Government Research Institute
Orb(sic) for respect to animals	respectforanimals.org an Anti-Fur NGO
PAA or Pan Am	Pan American World Airways
PBS	Public Broadcast System
PhD	Doctor of Philosophy
RC	Regional Council

*x List of Abbreviations*

SCADTA	Sociedad Colombo Alemana de Transporte Aereo (an airline)
TNO	Toegepast Natuurwetenschappelijk Onderzoek – Dutch Consulting Research Company
TNS	Taylor Nelson Sofres was the founder of this German market research company
US or U.S.A.	United States of America
VC	Venture Capital (ist)
WTO	World Trade Organisation