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modern transactions

the problem of

# EMBEDDED NATURE OF MARKETS

- However to Granovetter, **embeddedness occurred less in premarket societies than supposed** and thus did not change as much as assumed in modern market society.
- To demonstrate this, he considers **the problem of modern transactions**: which ones take place in the market and which in organizations.



# OVER- & UNDER-SOCIALIZED CONCEPTIONS OF HUMAN ACTION

