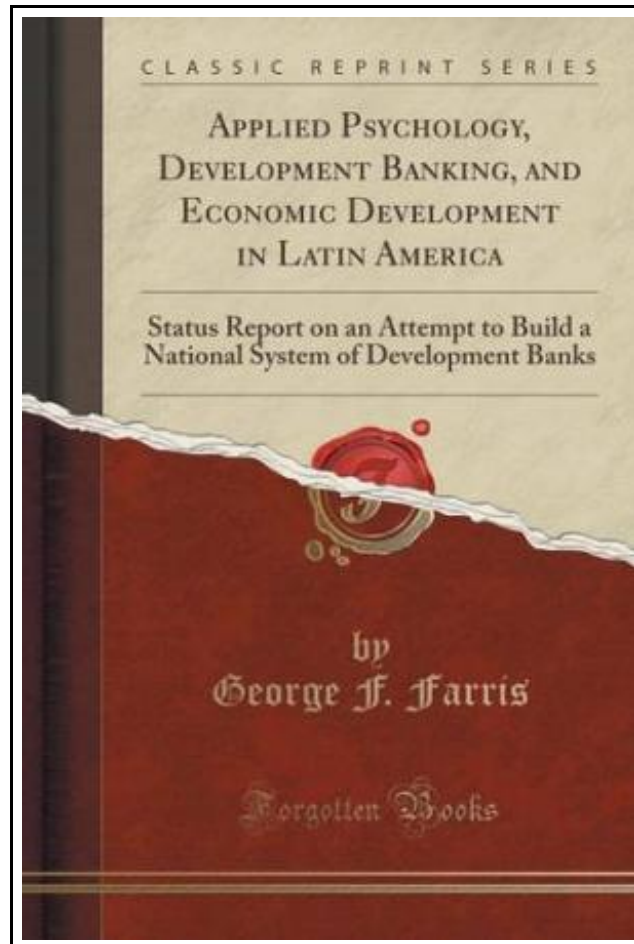


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Applied Psychology, Development Banking, and Economic Development in Latin America: Status Report on an Attempt to Build a National System of Development Banks We further believe that work at the Institutional level has definite advantages over work at the level of the Individual businessman or the community, Including: 1) Educational leverage. Concepts and techniques learned by members of the financial institutions can be transferred by then to a broad sector of the business community in the context of financial transactions. The banker role Is an excellent vehicle for transfer of technology because of the banker s extensive Interaction with entrepreneurs concerning financial and technological natters. 2) Economic leverage. In his Interaction with the entrepreneur, the banker makes the availability of funds contingent upon characteristics of the borrower s project. The banker is thus able to reward and punish the entrepreneur s behavior in good Skinnerian fashion. 3) Institutional leverage. The contribution of the social scientist, when he has completed his work, can be left behind not only In Individuals, but also in the form of policies and institutional structures designed to foster economic growth. In short, by working toward establishment of trained cadres of professionals in development finance institutions, the social scientist transfers his technology to people who play a continuing educational role in economic development and exercise considerable economic Influence over the behavior of the entrepreneur. During the first year of M. l. T. s work with the National Bank, we have been Involved in several activities: 1) Establishment of a Joint working group consisting of four bank officers, three Boston-based M. l. T. faculty, and two senior M. l. T. representatives permanently located...



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