WEBER'S MODEL ala BERGER
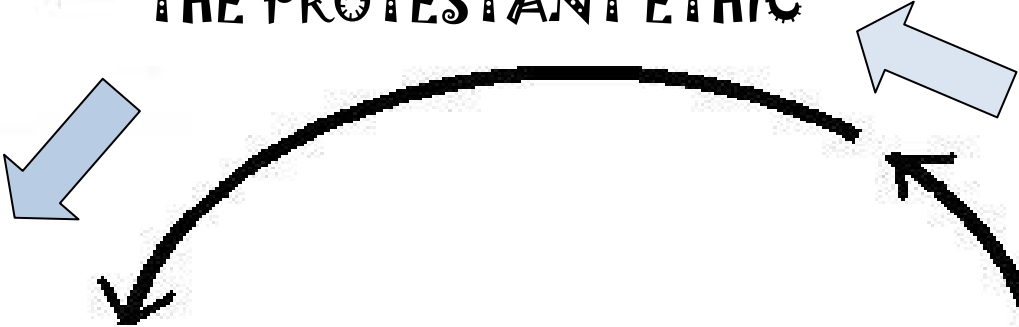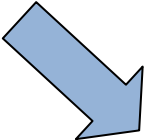
THE PROTESTANT ETHIC

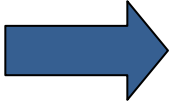**INTERNALIZATION**

*Early to Bed, Early to Rise
Makes a man healthy,
wealthy and wise…*

OBJECTIVATION

Poor Richard, 1733.
AN
Almanack
For the Year of Christ
1 7 3 3,
Being the First after LEAP YEAR:

By RICHARD SAUNDERS, Philom.

EXTERNALIZATION

*Time is money; money can
beget money, and its
offspring can beget more…*