

## **PREFACE TO THE CHINESE EDITION**

EKKEHART SCHLICHT

The theory of custom presented to the Chinese audience here is rooted in two strands of European thought: Scottish Enlightenment and German Gestalt Psychology. Its perspective is universalist: The variegated customs we observe around the globe are attributed to culture-invariant forces. It will be interesting and challenging to apply the theory to the Chinese experience.

The great Chinese tradition of thought - so much older than the European one - must comprise writers who took a similar position, expressed differently, but amounting to the same vision. The book may invigorate these lines of thought and may illuminate them from a different angle. This European rivulet may thus join the global stream of unfolding human knowledge.

Ekkehart Schlicht

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