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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Systematic Review of Literature on German-Turks and Financial Investment -- Phenomenological Approach: From Research Philosophy to Research Design -- Presentation of the Study's Findings: German-Turkish Voices on Social Identity and Financial Investments -- Analysis -- Conclusion.
Sommario/riassunto	This book investigates how social identity relates to financial investment behavior of the German-Turkish diaspora. The author approaches this study using qualitative research and multiple semi-structured in-depth interviews with a strong philosophical and methodological basis. Taking a phenomenological stance, the empirical results reveal many nuanced shades of bi-cultural identity. Key findings include a range of social creativity behaviors, also offering an extension to social identity theory by means of re-defining relevant in-groups.

Financial investments are considered a family affair, with children being heavily involved and support of (extended) family is defined as investment. Within that realm, German social identity prevails with regard to financial investments.
