Abstract

Why do most anticorruption drives fail? Corruption is not simply a problem of greedy men and women using public office for private gain. It is a disease of societal norms or mutual expectations. Expectations, or culture, of proper behavior are a type of wealth of a society, at least as important as human and natural resources. When people expect corrupt behavior from one another, the expectations capital is depleted, and the society becomes and stays corrupt. Rebuilding this capital requires reinvestment.

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