**ABSTRACT**

The concept of culture is marginal in new economic sociology, which is concerned mostly with a concept of interest and embeddedness of economic action in social structure. According to economic sociology, as well as to new institutional economy, cultural processes regulate communication, but do not motivate individuals. Culture is usually considered as a dependent variable. This model is also confirmed by empirical research from the field of social psychology. Why, in spite of it all, does economic sociology not exclude culture from its terminology? In which situations does the concept of culture support the model based on interest realization? What important role can culture, as a „weak” variable, play in communication which leads to economic achievements? I will try to answer these questions using an example of sales techniques institutionalization.