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Bales developed SYMLOG, which stands for systematic multiple level observation of groups. The SYMLOG Consulting Group approach was worldwide as well as interactive. It created a data bank that made possible a search for general laws of human interaction far beyond anything thus far known. In his daring search for universal features, Bales redefines the fundamental boundaries of the field, and in so doing establishes criteria for the behavior and values of leaders and followers. Bales offers a new "field theory", an appreciation of the multiple contexts in which people live.