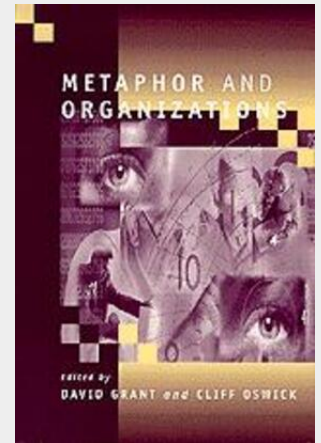


Metaphor and Organizations

Metaphors are, according to Gareth Morgan 'a way of thinking and a way of seeing'. The use of metaphor underpins the expectations, behaviour and strategies governing all aspects of organizational life. Written by a team of internationally renowned scholars, this collection of critical essays analyzes the role of metaphor in the theory of organizations. The book extends existing debates concerning metaphor and the study of organizations, and also generates new concepts and theories in the field. The introduction shows how metaphors work and familiarizes the reader with key areas of debate concerning their use. Part One considers the role of metaphor in creating new theories of organization and in reinterpreting existing theories. Parts Two and Three go beyond the theoretical context, to examine the use of metaphor in our organizational experience. Part Two explores metaphor in organizational discourse and language, showing how the construction of different metaphors can provide powerful tools with which to manage organizations. Part Three investigates the relevance of metaphors in real organizational situations and how they influence attitudes and behaviour. Finally, Part Four offers an agenda for the function of metaphors in organizational research and suggests new directions that this research might take.



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