

1. Record Nr.	UNINA9910224606203321
Titolo	The expressive organization : linking identity, reputation, and the corporate brand // edited by Majken Schultz, Mary Jo Hatch and Mogens Holten Larsen [[electronic resource]]
Pubbl/distr/stampa	Oxford : , : Oxford University Press, , 2023
ISBN	1-383-01922-3 1-280-81949-9
Descrizione fisica	1 online resource (xv, 292 pages)
Collana	Oxford scholarship online
Disciplina	658.827
Soggetti	Brand name products Organizational behavior Corporate image Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: 2000.
Sommario/riassunto	This text contains a collection of the most recent thinking on organizational identity, reputation, and branding and challenges a number of well-established theories and concepts within a variety of disciplines and business fields.