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Sommario/riassunto

The lack of congruence between theory and practice in business remains a widely discussed topic. This lack of synergy is quietly and elusively becoming the Achilles' heel of contemporary scholarly business research and, by extension, of business in general. Focusing on the deviation of means and ends between business theory and practice, this book comprises thirteen chapters, which present an array of theoretical and geographical contexts, and aim to bring scholarly thinking and scientific analysis together with managerial rationale and practical applications. Presenting valuable insights and demonstrating an equalised perception of the theorisation of practice, and reversely, the practicality of theory, this innovative book signifies a new philosophy of scientific work and provides thought-provoking reading for scholars in a range of business sub-disciplines.
