

1. Record Nr.	UNINA9910438231603321
Titolo	Narrative and innovation : new ideas for business administration, strategic management and entrepreneurship / / Andreas P. Muller, Lutz Becker (eds.)
Pubbl/distr/stampa	Wiesbaden, : Springer VS, c2013
ISBN	3-658-01375-3
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (273 p.)
Collana	Management -- Culture -- Interpretation
Altri autori (Persone)	MullerAndreas P BeckerLutz
Disciplina	658.4/062 658.4062
Soggetti	Technological innovations - Management Technological forecasting Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Narrative -- Innovation -- Entrepreneur -- Anticipation -- Foresight.
Sommario/riassunto	<p>The editors bring two terms, narrative and innovation, together in an interdisciplinary and interactive way. Narratives are ubiquitous and hold the potential to indicate future changes in politics, economies and markets. As “stressors” and stabilizers in organizations, narratives and changes in the consensus narrative indicate the need for strategic change or organizational stasis and may be utilized as a source for early recognition in strategic management. The use of narratives in management, however, makes it necessary to adopt a new perspective. This volume offers a polyphonic forum for the development of an interpretive approach towards business administration, strategic management, and entrepreneurship, by introducing instruments of semiotics, linguistics, narratology, and others. This compilation, therefore, presents a comprehensive overview of scientific and industrial perspectives beyond the mainstream. Content</p> <ul style="list-style-type: none"> <li>· Innovation · Narratology · Strategic Management</li> <li>· Entrepreneurship · Early Recognition Target groups</li> <li>· Lectures and students of economic and social sciences, cultural</li> </ul>

studies and philology · Leaders from business, politics and government Editors Dr. Andreas P. Müller is Professor of Intercultural Communication and Intercultural Management at Karlshochschule. He is Dean of the Faculty of Business Administration and Management. Dr. Lutz Becker is Professor of Management and Leadership at Karlshochschule International University, Karlsruhe, Germany, teaching and researching in the areas “Strategic Leadership”, “International Management” and “Change & Innovation”.

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