

1. Record Nr.	UNINA9910452904003321
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Titolo	Organizations, individualism and economic theory / / Maria Brouwer
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2012
ISBN	1-280-87373-6 9786613715043 1-136-25313-0 0-203-10525-7 1-136-25312-2
Descrizione fisica	1 online resource (288 p.)
Collana	Routledge frontiers of political economy Organizations, individualism, and economic theory
Disciplina	338.501
Soggetti	Business enterprises Economics Individualism Electronic books.
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 and index.
Nota di contenuto	Cover; Organizations, Individualism and Economic Theory; Copyright; Contents; Tables; 1 Introduction; 2 Markets and organizations: Individualism and the theory of the firm; 3 Expectations and macro economic theory: The boundaries of rationality; 4 Corporate finance and the theory of the firm; 5 Peter Drucker and the rise of management theory; 6 Spoils of war; 7 An institutional view on democracy and prosperity; 8 Organizations and innovation; References; Index
Sommario/riassunto	Most economic theory is based on the assumption that economies grow in a linear fashion. Recessions, depressions and (financial) crises are explained by policy mistakes. However, economic development has historically been uneven, and this state of affairs continues today. This book argues that twentieth century economic theory has marginalized individualism and organizational variety, and puts forward the case for a pluralist approach. This book represents a unique synthesis of business theory and economic theory, which pinpoints the problems with many current mainstream theor

