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| 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 | Book Cover; Title; Copyright; Contents; Figures; Preface; Foreword; Part I: Epistemologies of Vision; 1 Introduction: From the Lexical to the Visual; 2 The Visual Turn in Social Science and Organization Theory; Part II: Practices of Seeing; 3 Vision and Visualization in Science-Based Innovation Work; 4 Vision and Visualization in Architect Work; Part III: Concluding Remarks; 5 The Primacy of Vision and Its Implication for Organization Theory; Notes; Bibliography; Index |
| Sommario/riassunto | Vision and visuality are two concepts widely discussed and debated in philosophy and social science literature. Some authors even suggest that the entire Western intellectual tradition is strongly shaped by the paradigm of vision; the inspection and analysis of specimens collected from social reality are regarded as the only legitimate source of truth. However, in organizations, a variety of visual practices are employed in for instance science-based innovation in for instance the pharmaceutical industry and in architect work. Such visual practices include the use of various technoscientific |

