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Sommario/riassunto	Bill Starbuck has been one of the leading management researchers over several decades. In this book he reflects on a number of challenges associated with management and social science research - the search for a 'behavioral science', the limits of rationality, the unreliability of many research findings, the social shaping of research agendas, cultures and judgements. It is an engaging, autobiographical account in which he discusses some of his own research and various methodological debates. - ;Bill Starbuck has been one of the leading management researchers over several decades. In this book