

1. Record Nr.	UNINA9910791348503321
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Titolo	Visual culture in organizations : theory and cases / / by Alexander Styhre
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-136-95007-9 1-136-95008-7 1-282-62910-7 9786612629105 0-203-84868-3
Descrizione fisica	1 online resource (243 p.)
Collana	Routledge studies in management, organizations, and society ; ; 9
Disciplina	302.3/5
Soggetti	Visual perception - Social aspects Visual sociology Organizational sociology
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	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

