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Sommario/riassunto	In Olympus Incorporated, the authors use the ancient Greek Gods to explores the values, practices and beliefs that underpin businesses, schools, corporations and the like, and through this they illuminate the complex forces and currents that are at work in modern organizations. They demonstrate that autocratic Zeus, uber-efficient Apollo, the

slippery trickster Hermes in fact, all the gods of the Greek pantheon - are alive and thriving in our workplaces, clubs and institutions. By combining ancient myth with archetypal psychology, the authors deliver an approach to the complex issues of organizational change. Their approach is creative and engaging, but also down-to-earth and practical. Olympus Incorporated includes a discussion of the DNAI (Dalmau-Neville Archetypology Indicator), a powerful and easily applicable tool that distills the theory, or archetypal psychology, in ways that enable organizations to see themselves not only as they are, but as they want to be.
