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Nota di contenuto	Cover; Title; Copyright; Contents; Chapter 1 Introduction: More Than Just ""Mission""; Chapter 2 A Thematic Account of the Development of Institutional Purpose; About the selection of sites; A word about time frames; Institutional malaise; Ending the stalemate; Creating a mandate for change; Toward a common purpose; Implementing the vision; Struggles over ideology: True believers and naysayers; The dark side of change; Discovering you've arrived: Symbols of Success; Reaching the end of the life cycle of change; Chapter 3 The Search for Purpose as Institutional Revitalization A crisis of purposeRejection of the status quo and building the consensus for change; Arriving at a new vision; Birth of a Movement: True believers, supporters, fence sitters and naysayers; Implementing the vision; Realizing the vision and the social construction of success; Mission creation as a socio-cultural movement; Comparing belief systems: Then and now; Toward a new ideology; Chapter 4 The Power,

Politics, and Pathology of Ideologically Based Change; The politics of advancing a new vision; Rewriting the social contract; Pushing for change; Securing change; Constructing the enemy  
Witch-hunting at OlivetAn analysis of the witch hunt; Chapter 5  
Sustaining A Sense of Purpose and the Social Construction of Success; New programs and policies; Betterment of institutional life; Enhanced attractiveness of the community; Challenging members' conceptions of success; The inestimable value of success; Tempered idealism; Sustaining community; Chapter 6 Conclusion; Findings; Leadership in the cultural realm; Future research; Appendix A Research Design and Methodology; Bibliography; Index

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**Sommario/riassunto**

**Annotation**

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