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Altri autori (Persone)	GodfreyPaul C WhettenDavid A <1946-> (David Allred)
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Nota di contenuto	Cover; Contents; Preface: Why Organizational Identity and Why Conversations?; Chapter 1 - The Definition and Metadefinition of Identity; Part I - What Does Organizational Identity Mean?; Chapter 2 - From Individual to Organizational Identity; Chapter 3 - The Identity of Organizations; Part II - What Does Identity Imply for Strategy?; Chapter 4 - Organizational Identity Within the Strategic Management Conversation: Contributions and Assumptions; Chapter 5 - A Strategy Conversation on the Topic of Organization Identity; Part III - How Do People Identify With Organization? Chapter 6 - To Be or Not to Be: Central Questions in Organizational IdentificationChapter 7 - Identification With Organizations; Chapter 8 - Epilogue: What Does the Concept of Identity Add to Organization Science?; Postscript: Observations on Conversation as a Theory-Building Methodology; About the Contributors

Sommario/riassunto

Organized in the form of a provocative discussion between key organizational scholars, this text focuses on three different views of identity, functionalist, interpretive and postmodern.
