1.	Record Nr.	UNINA9910974844703321
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	Titolo	Creative technological change : the shaping of technology and organisations / / Ian McLoughlin
	Pubbl/distr/stampa	London ; ; New York, : Routledge, 1999
	ISBN	1-134-68015-5
		1-134-68016-3
		9786612876318
		1-282-87631-7
		0-203-01987-3
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (201 p.)
	Collana	Management of technology and innovation
	Disciplina	658.5/14
	Soggetti	Technological innovations - Management
		Technological innovations - Economic aspects
	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 (p. [166]-182) and index.
	Nota di contenuto	Book Cover; Title; Contents; List of illustrations; Acknowledgements; Introduction: shaping technology and organisation; The problem of technology and technological determinism; What is technology and what does it do?; Metaphors, technology and organisation; Creative technological change; book structure; Machines, organisms and virtual realities; The evolution of the innovative organisation; Fordism, post-Fordism and the electronic panopticon; Organisational choice politics and the outcomes of technological change; Inside the black box: social constructivism and technology Transforming the organisation? Technology as 'text'Outside the black box: the socio-economic shaping of technology; Conclusion: creative technological change; References; Index
	Sommario/riassunto	Creative Technological Change draws upon a wide range of thinking from organisational theory, innovation studies and the sociology of technology. It explores the different ways in which these questions have been framed and answered, especially in relation to new 'virtual' technologies. The idea of metaphor is used to capture the differences between, and strengths and weaknesses of various ways of

conceptualising the technology/organisation relationship. This approach offers the possibility of developing new ways of thinking about, viewing and ultimately responding creatively to the or