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| 1. Record Nr.           | UNINA9911019910103321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Autore                  | Rodrigues Suzana B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Titolo                  | Corporate co-evolution : a political perspective / / Suzana B. Rodrigues and John Child                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Pubbl/distr/stampa      | Chichester, England ; ; Hoboken, NJ, : John Wiley & Sons, c2008                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| ISBN                    | 9786612030017<br>9781282030015<br>1282030019<br>9781444301700<br>1444301705<br>9781444301717<br>1444301713                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Descrizione fisica      | 1 online resource (298 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Collana                 | Organization and strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Altri autori (Persone)  | ChildJohn <1940->                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Disciplina              | 384.6065<br>384.6065/8151<br>384.60658151                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Soggetti                | Telephone companies - Brazil - Minas Gerais - History<br>Telecommunication - Brazil - Minas Gerais - History                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 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 indexes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Nota di contenuto       | CorporateCo-evolution; Contents; Series Editors' Foreword; Preface; Part I Introduction; 1 Perspectives on Corporate Co-evolution; 2 The Economic and Political Context of Telecommunications in Brazil; 3 Scope and Method; Part II Historical Co-evolution of Telemig; 4 Foundations 1953-1985; 5 Politicization 1985-1993; 6 Reconstruction and Demise 1993-2000; Part III Multidimensional Co-evolution; 7 Organizational Culture; 8 Corporate Identity; 9 Metaphors and Reflective Imaging; 10 The Politics of Learning at a Time of Restructuring; Part IV Conclusion<br>11 A Political Interest Theory of Corporate Co-evolutionAuthor Index; Subject Index |
| Sommario/riassunto      | Corporate Co-Evolution is a work of major scholarship that develops broad macro-economic principles of corporate strategy by examining                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

and analyzing the history and growth of Telemig, a major Brazilian telecommunications company. Analyzes the different domains of the corporate environment - economic, social, cultural and political - that impact on the evolution of companies. Traces the multi-level changes in a major Brazilian telecommunications company, uncovering the dynamics of change over the course of 30 years. Develops a broader contextual and historical

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