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Titolo	Corporate and organizational identities : integrating strategy, marketing, communication, and organizational perspectives // edited by Bertrand Moingeon and Guillaume Soenen
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Altri autori (Persone)	Moingeon Bertrand Soenen Guillaume B
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Nota di contenuto	Book Cover; Title; Contents; List of figures; List of tables; List of contributors; Foreword by; Acknowledgments; Introduction; The dynamics of identities; The five facets of collective identities: integrating corporate and organizational identity; The hybrid identity of law firms; Where do we go from here? Predicting identification among dispersed employees; Identities in action; Reducing dissonance: closing the gap between projected and attributed identity; Manifestations in behavior versus perceptions of identity: convergence or not? Narrative identity: navigating between ~reality~ and ~fiction~ Managing identities; Creating a new identity for France Telecom: beyond a visual exercise?; Conversion of organizational identity research findings into actions; Corporate brand and organizational identity; Index
Sommario/riassunto	This edited book is devoted to an issue of increasing importance in management theory and practice-organizational identity. The concept

of organizational identity has received attention in many disciplines such as strategic management, marketing, communication and public relations and organization theory. In practice a number of consultancy firms have specialized in identity management, while a number of academic conferences with a special focus on identity has developed. As globalisation of business and of organizations of all kinds become the norm rather than the exception, issues of collect

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