



Creative Organization Theory: A Resourcebook

Gareth Morgan

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Gareth Morgan believes that examining organizations and management should be interesting, creative, practical, challenging and directly relevant to the needs of both the organization and the researcher. In an ingenious selection of organizational stories, Morgan presents unique insights drawn from actual corporate (as well as non-profit, public and institutional) experience. These examples illustrate both organizational successes and failures - because we can learn from both. They are interwoven with excerpts from many of the "classics" in organizational literature. His aptly-named "Mindstretchers" entice readers to expand their personal repertoires of approaches to the understanding of, and solutions to, organizational problems and challenges, followed by cases and exercises that challenge us to view organizations in new ways.

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