

ORGANIZATIONS AND ARCHETYPES

Monika Kostera, University of Warsaw, Poland and Linnaeus University, Sweden

'Professor Kostera is a consummate writer whose studies stand out for originality of approach. Her contribution to our knowledge of the inner mechanisms and wider effects of organizations is impossible to over-value: indeed without Kostera's input, our knowledge of organizations, the successive reincarnations and strategy changes would be so much poorer. The book is pursued with exquisite consistency and sense of purpose. It is presented in all its enormous cognitive potential and exceptional analytical utility. A study of great value to both students and practitioners of organization.'

– Zygmunt Bauman, University of Leeds, UK

This book reflects on organizations through archetypal tales-stories particularly resonant with deep meanings present in culture and the soul.

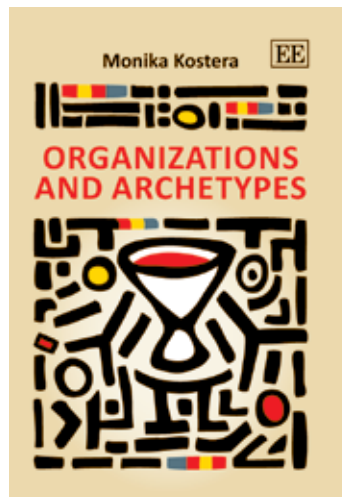
Archetypes are common patterns containing hidden images of human motivations, offering inspiration and awakening imagination. This book is a collection of such tales, connected to twelve organizational archetypes, where each are illustrated by more general theoretical reflections, current management and organization theory literature, as well as practical examples. Monika Kostera proposes an imagery and language for self-management and self-organization for non-corporate use including entrepreneurs and multipurpose NGOs.

Stories and examples from and of, contemporary organizations in different contexts will prove insightful to students, academics and researchers of management, business, sociology and economics. Social entrepreneurs and NGO activists will also find plenty of invaluable information in this inspirational study.

Contents: Part I: Culture, Organizations, Inspiration 1. A Humanistic Manifesto for Sustainable Management 2. Culture and organizational stories 3. Archetypes in Organizations Part II: Organizational Archetypes 4. In Search of the Organization's Self 5. The Organizational Shadow 6. Anima and Animus 7. Persona: The Actor and the Mask 8. The Sage 9. The King 10. The Adventurer 11. The Trickster 12. The Eternal Child 13. Gaia 14. Cosmogony 15. Soteriology Part III: Methodological Notes 16. On the Studying of Organizational Myths and Archetypes: Methods Bibliography

2012 304 pp Hardback 978 0 85793 798 8 £80.00

eBook 978 0 85793 799 5



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