



Organizations and Archetypes

Monika Kostera

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This book reflects on organizations through archetypical 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 is 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.



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