
CONTENTS

List of figures and tables	vii
List of contributors	viii
Preface	xi
INTRODUCTION: STARSHIP BRITAIN OR UNIVERSAL ENTERPRISE?	1
Russell Keat	
PART ONE: POLITICAL REPRESENTATIONS OF ENTERPRISE	
1 FREEING THE SPIRIT OF ENTERPRISE: THE GENESIS AND DEVELOPMENT OF THE CONCEPT OF ENTERPRISE CULTURE	21
Paul Morris	
2 WHAT MIGHT WE MEAN BY 'ENTERPRISE DISCOURSE'?	38
Norman Fairclough	
3 THE RHETORIC OF ENTERPRISE	58
Raman Selden	
4 REFORMING THE SELF: ENTERPRISE AND THE CHARACTERS OF THATCHERISM	72
Paul Heelas	

CONTENTS

PART TWO: ENTERPRISE CULTURE IN
DIFFERENT CONTEXTS

- 5 ENTERPRISE CULTURE AND MANAGEMENT
EDUCATION IN FRANCE: SOCIOLINGUISTIC
PERSPECTIVES 93
Robert Crawshaw
- 6 A THATCHER EXPORT PHENOMENON? THE
ENTERPRISE CULTURE IN EASTERN EUROPE 114
Larry Ray
- 7 BRITISH ENTERPRISE CULTURE AND
GERMAN *KULTURGESELLSCHAFT* 136
Hermann Schwengel
- 8 POST-FORDISM AND ENTERPRISE
CULTURE: FLEXIBILITY, AUTONOMY AND
CHANGES IN ECONOMIC ORGANIZATION 151
Paul Bagguley
- PART THREE: MARKET VALUES AND
CONSUMER SOVEREIGNTY
- 9 THE PRIVILEGE OF THE PRODUCER 171
Nicholas Abercrombie
- 10 DESIGN IN ENTERPRISE CULTURE: DESIGN
FOR WHOSE PROFIT? 186
Nigel Whiteley
- 11 JUSTICE ENTERS THE MARKETPLACE:
ENTERPRISE CULTURE AND THE
PROVISION OF LEGAL SERVICES 206
Christopher Stanley
- 12 CONSUMER SOVEREIGNTY AND THE
INTEGRITY OF PRACTICES 216
Russell Keat
- Name index 231
Subject index 235

FIGURES AND TABLES

FIGURES

2.1	The design initiative	50
5.1	ESSEC	104
5.2	Au fait, pourquoi Sup de Co Grenoble?	107
5.3	Avoir une vision claire . . .	111
8.1	Ideal types of Fordism and post-Fordism	155
8.2	Causal connections in the post-Fordist model	158

TABLE

6.1	Main political groups and parties in Hungary, 1989	124
-----	--	-----