Contents

About the Author		vi
Preface		vii
1	The Concept of Organizational Culture	1
2	Culture as a Metaphor and Metaphors for Culture	16
3	Organizational Culture and Identity	34
4	Organizational Culture and Performance	51
5	Organizational Culture, Strategy and Marketing	77
6	Organizational Culture and Leadership	99
7	Work and Multiple Levels of Culture	123
8	Ambiguity of Culture	141
9	Culture as Constraint: An Emancipatory Approach	152
10	Cultural Change	179
11	Conclusions	200
References Index		213 230