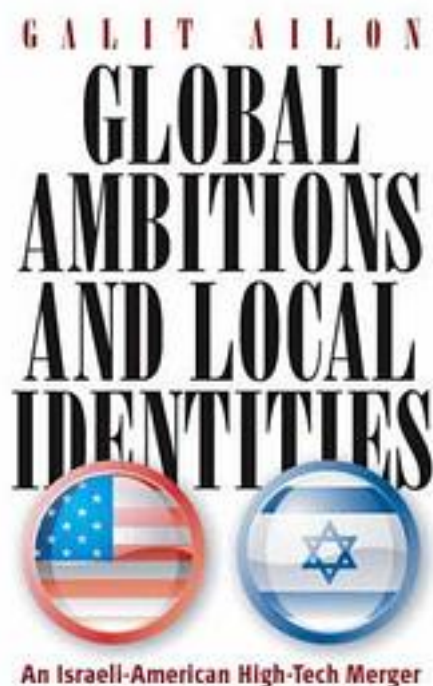


# Global Ambitions and Local Identities



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著者:Ailon, Galit

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Until recently, international mergers of companies have been seen as purely financial ventures without any concern for what they meant for the people involved. However, attitudes are gradually changing. This study of a successful Israeli high-tech company's merger with an American competitor offers an important contribution to a better understanding of the social and personal ramifications of mergers. Based upon in-depth fieldwork, the book explores the reality behind the statistics, balance sheets, and managerial prescriptions that are the focus of most studies of international

mergers and acquisitions. Offering a richly detailed description of everyday work life, the author reveals the dramas of identity that unfold as a consequence of the company's attempts to redefine the boundaries of the organizational collective by adding to it people from another country. The book debunks many myths used to support arguments both for and against globalization and offers instead an in-depth depiction and a grounded assessment of its everyday realities.

作者介绍:

Galit Ailon lectures at the Department of Sociology and Anthropology at Bar-Ilan University. She received her doctorate at the Department of Labor Studies at Tel-Aviv University, and has published several papers in the field of organizational studies. Her research interests include the study of identity and culture in global organizations and the critical analysis of managerial ideology.

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