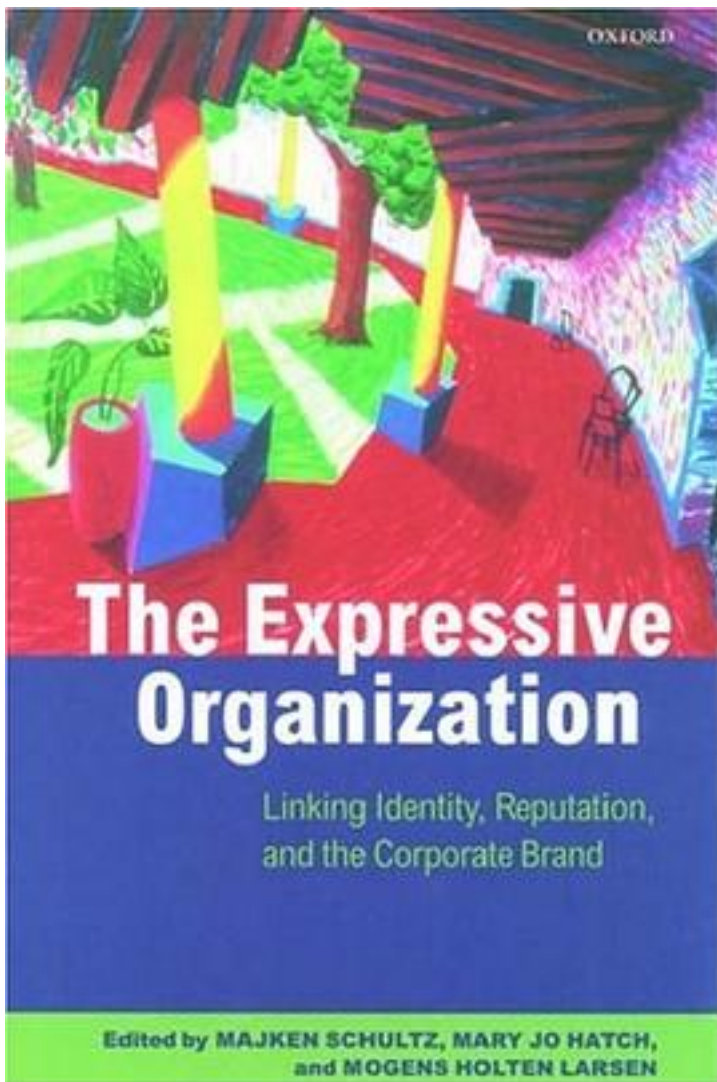# The Expressive Organization

[The Expressive Organization_下载链接1_](#)

著者:Schultz, Majken (EDT)/ Hatch, Mary Jo (EDT)/ Larsen, Mogens Holten (EDT)/ Holten Larsen, Mogens (EDT)

出版者:Oxford University Press, USA

出版时间:2000-11-02

装帧:Paperback

isbn:9780198297796

This book challenges current beliefs about organizational identity, reputation, and branding. It contains a wealth of new ideas for finding the elusive answers to questions troubling contemporary organizations. How does an organization create a strong reputation? What are the implications of corporate branding on organizational structures and processes? How do organizations discover their identities? These are some of the vexing problems addressed in this book by a diverse international team of contributors. According to the authors, the future lies with 'the expressive organization'. Such organizations not only understand their distinct identity and their brands, but are also able to express these externally and internally. In order to thrive in an era of transparency and customer choice, the authors argue, organizations will have to be expressive.

作者介绍:

目录:

[The Expressive Organization_下载链接1_](#)

标签

設計

brand

评论

[The Expressive Organization_下载链接1_](#)

书评

[The Expressive Organization_下载链接1_](#)