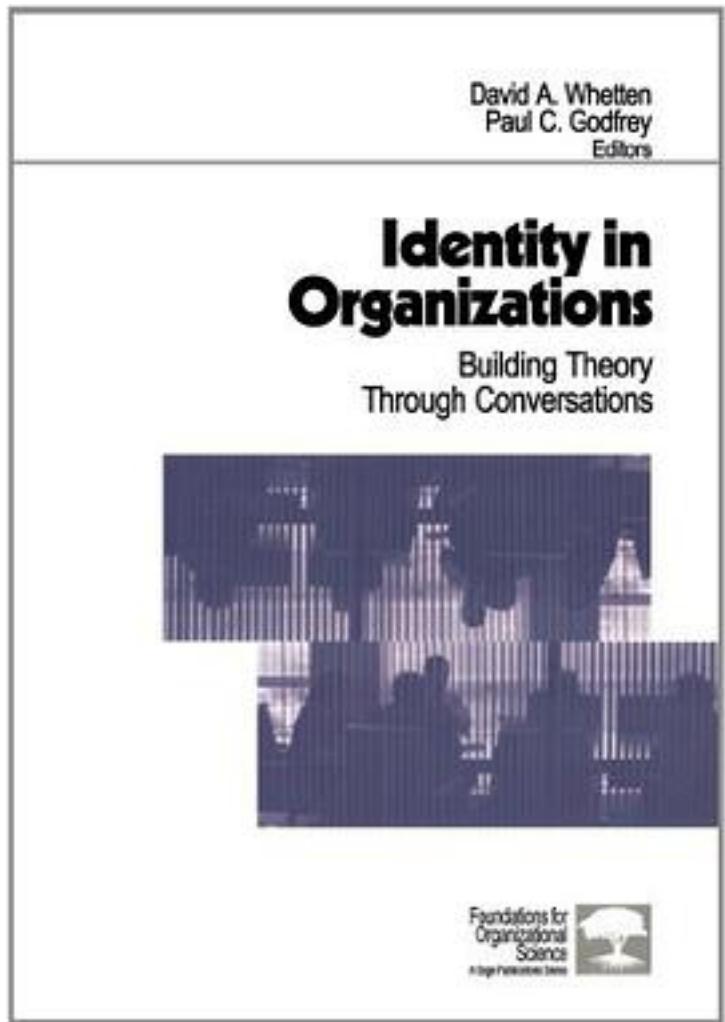


Identity in Organizations



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This investigation of the fundamental character of organizational identity and

identification with an organization is arranged in the form of a provocative discussion between key scholars. The book focuses on three different paradigmatic views of identity: functionalist, interpretive and postmodern. Similarities and distinctions among these ways of understanding are explored, and numerous theoretical and practical insights are gained. The book concludes with a discussion of the relevance of identity as a construct in organizational study, and observations on conversation and theory building.

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