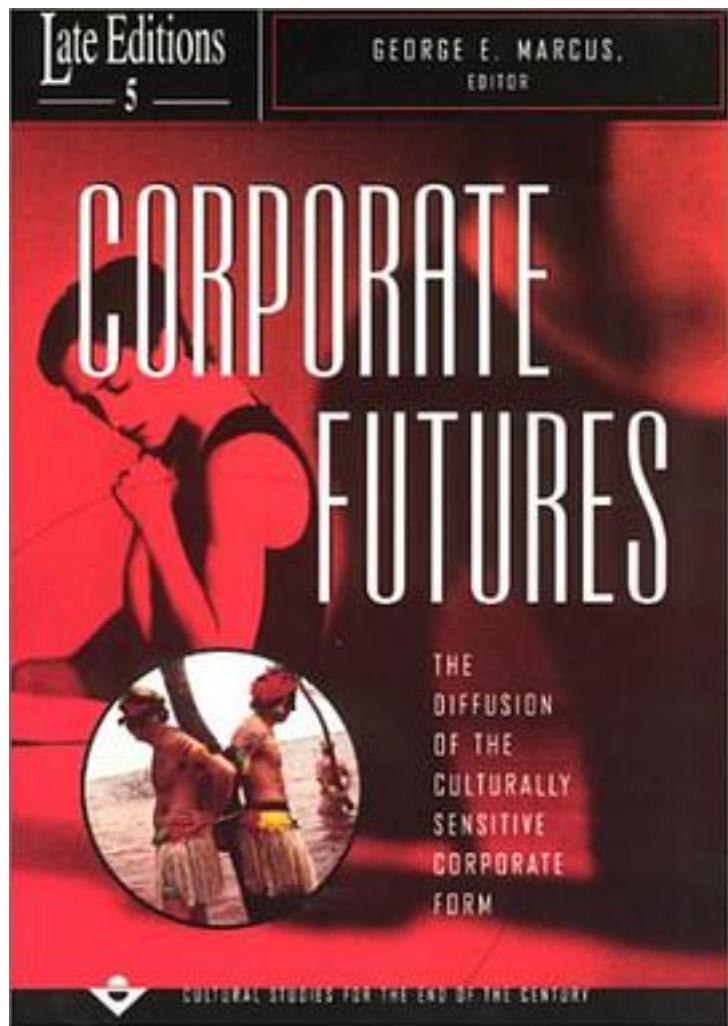


Corporate Futures



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著者:Marcus, George E

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This is part of a series of annuals designed to probe cultural, institutional and

geopolitical change as the 20th century closes. The books provide in-depth interviews with those closely involved with these changes. This volume focuses on the investment of corporations in the concept of culture, long considered the province of anthropologist or those involved in the humanistic disciplines. The idea of a "corporate culture" emerges, with its own organization, management policies, practices and ethos. The text examines this culture of corporations, looking at how it reflects self-contained communities or fragmented human existence in groups under conditions of postmodernity. Conversations with managers, financial and risk analysts and other participants in national and international organizations are used in an attempt to map the terrain of the present and navigate the uncertain future.

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