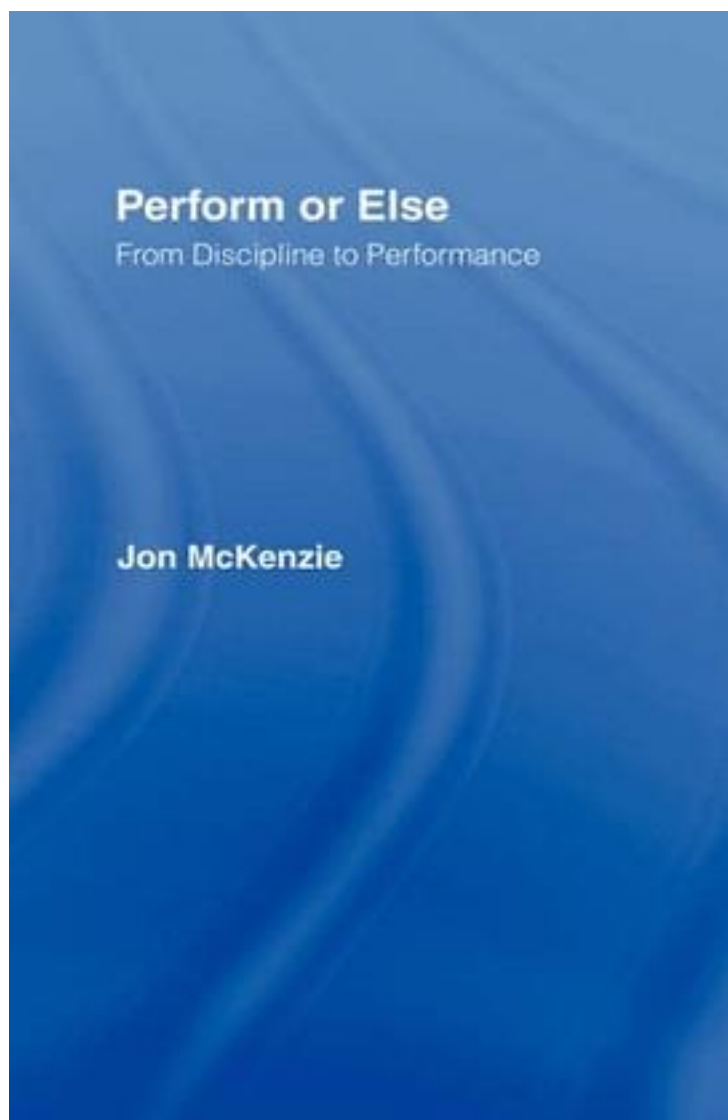


Perform or Else



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"Performance" has become one of the key terms for the 21st century, but what do we mean by it? In today's world it can refer to experimental art; productivity in the workplace; and the functionality of technological systems. Do these disparate fields bear any relation to each other? In "Perform or Else" Jon McKenzie asserts that there is a relationship between cultural, organizational and technological performance. He demonstrates that all three operate together to create powerful and contradictory pressures to "perform...or else".

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