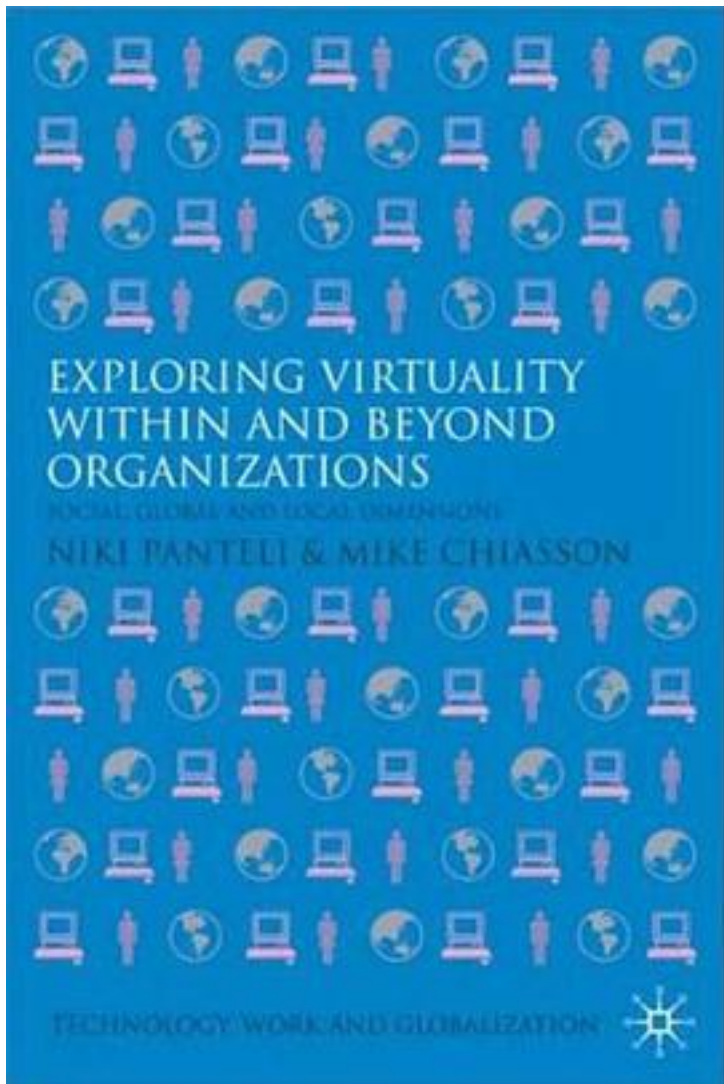


Exploring Virtuality within and Beyond Organizations



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As technology and social practices change we have more opportunity to experience different forms of virtuality, and in the process our understanding and conception of virtuality changes. "Interest in Virtual Worlds" is huge, this is very topical. It is written by two internationally recognized authorities in the field, with expert contributions. It provides very little competing material, presented in a rigorous yet accessible way. In recent years, there has been much interest in the "virtual" teams, organizations and communities in management research and practice.

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