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describes how metaphors can be used
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provides a framework for
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Of the eight metaphors he introduced
the machine, organism, and brain
were the most useful to me. The
machine metaphor reminds me of the
main body of the army or an
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We conclude Season 4 with one of our most ambitious efforts, tackling Gareth Morgan ' s classic book Images of Organization, originally published in 1986. This lengthy and detailed volume synthesizes an incredible range of organization theories and concepts over the previous century and presents them under the umbrella of eight distinct metaphors.

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Gareth Morgan is the author of seven books, including *Imaginization: New Mindsets for Seeing Organizing and Managing* the companion book to *Images of the Organization* He has worked with such companies as Continental AG, GE, Hewlett-Packard, Northern Telecom, Royal Bank of

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Since its first publication over twenty years ago, Images of Organization has become a classic in the canon of management literature. The book is based on a very simple premise—that all theories of organization and management are based on implicit images or metaphors that stretch our imagination in a way that can create powerful insights, but at the risk of distortion.

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About the author (2006) Gareth

Morgan is well known for his creative contributions to management. He is the author of seven books, including Images of Organization, Creative Organization Theory,...

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Images of Organization is a bestseller book by Gareth Morgan, professor of organizational behavior and industrial relations at the Schulich School of Business at York University in Toronto, which attempts to unveil organization via a number of metaphors. It was first published in 1986.

Images of Organization - Wikipedia
Images of organization by Gareth Morgan, unknown edition, First Sentence "Effective managers and professionals in all walks of life have to become skilled in the art of "reading" the situations they are attempting to organize or manage."

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Professor Morgan, I only recently received a copy of Images of Organization (updated edition) as a desk copy to review for the I/O Psych class that I teach. I just started reading your book I am absolutely blown away by it. I cannot believe that I had missed this marvelous work.

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Gareth Morgan (born 22 December

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Morgan (1943) is a British/Canadian organizational theorist, management consultant and Distinguished Research Professor at York University in Toronto. He is known as creator of the "organisational metaphor" concept and writer of the 1979 book Sociological Paradigms and Organizational Analysis with Gibson Burrell and the 1986 best-seller Images of Organization .

Gareth Morgan (business theorist) -
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