



Enterprise Culture (Routledge Revivals)

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First published in 1991, this book consists of twelve papers, all specifically written for this volume, and an Introduction which maps out some of the key conceptual and theoretical issues raised by the phenomenon. The first group of papers draws upon and analyses the political claims made on behalf of enterprise culture. The papers in the second section explore the international dimension of enterprise culture. The final section is devoted to a consideration of the role of consumers in an enterprise culture.



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