

The Language of Managerialism

Organizational Communication or an Ideological Tool?

Ladenpreis: 164,99EUR

ISBN: 978-3-03-116378-4

Auflage: 1st ed. 2023

Verlag: Palgrave Macmillan, Springer International Publishing

Erscheinungsdatum: 25.01.2023

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WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/the-language-of-managerialism-9783031163784.html>

Details

This book explains how management became Managerialism and how the language of managerialism was developed. Providing a comprehensive discussion of the managerialism-language interface, the book argues that firstly, managerialism itself has developed its distinctive language; and secondly, the two concepts of managerialism and language mutually depend upon each other.

Written from the critical media studies perspective of the Frankfurt School of Critical Theory, the book reaches beyond simple business communication, illustrating how the language of managerialism is colonising the non-corporate lifeworld. The book concludes by offering fresh ideas on how to move beyond the language of managerialism.

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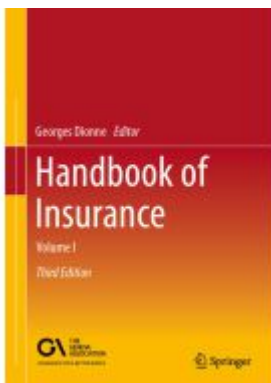
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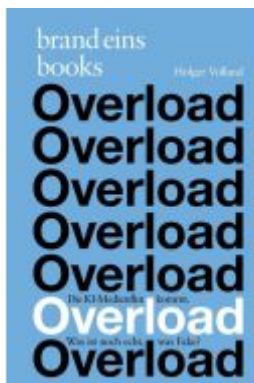
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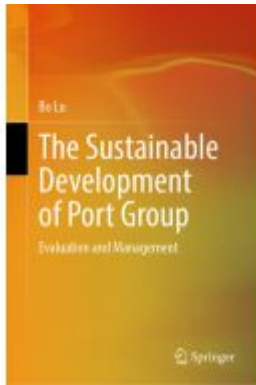
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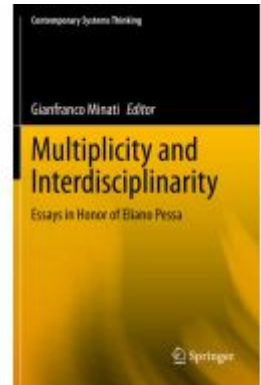
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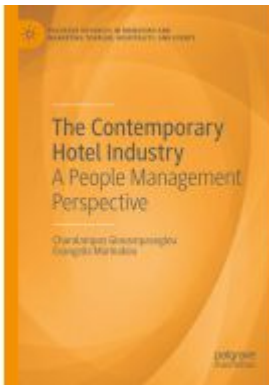
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