Erlach / Müller

Narrative Organizations

Making Companies Future Proof by Working With Stories

This book shows how to work with stories and narrative approaches in almost all fields of action of a company, and demonstrates the added value resulting from a holistic narrative perspective. The authors take thereby a practice-based perspective from the viewpoint of managing directors, the C-suite, organizational developers, corporate communicators and advisers with a rich description of the methods and implementation.

By the employment of these narrative methods, leadership styles, communication, knowledge and change management can be planned in such a way that on the one hand the identity-core of the enterprise remains always apparent and on the other, the organization can develop in an agile fashion into the future.

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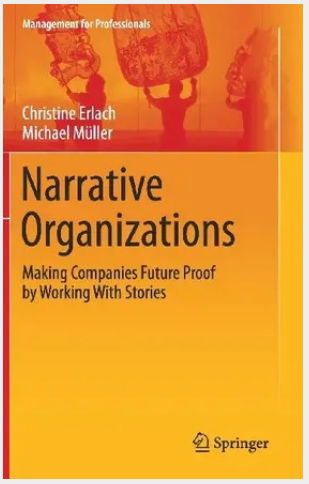

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