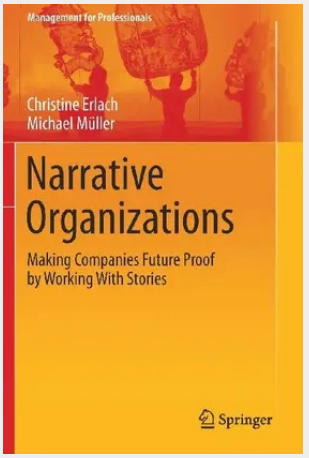
Erlach / Müller

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.

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.

53,49 €
49,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783662614235
Medium: Buch
ISBN: 978-3-662-61423-5
Verlag: Springer
Erscheinungstermin: 29.07.2021
Sprache(n): Englisch
Auflage: 1. Auflage 2020
Serie: Management for Professionals
Produktform: Kartoniert
Gewicht: 365 g
Seiten: 223
Format (B x H): 155 x 235 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)