

Contents

Introduction & Inspiration

ReThinking Management	11
<i>Wendelin Küpers / Stephan Sonnenburg / Martin Zierold</i>	

Cultural Turns: A Matter of Management?	31
<i>Doris Bachmann-Medick</i>	

Culture & Creativity

Management as ‘Purity Apostle’: A Cultural-Anthropological Approach	59
<i>Irma Rybnikova</i>	

Uncertainty and Opportunity as Drivers for Re-Thinking Management: Future-Oriented Organizations by Going Beyond a Mechanistic Culture in Organizations	79
<i>Markus F. Peschl / Thomas Fundneider</i>	

Cultural Projects in 2030: A Performative Approach	97
<i>Małgorzata Ćwikła</i>	

Transfer of Economic Concepts to Cultural Strategy – and Back?	115
<i>Johan Kolsteeg</i>	

Are Artists the Better Managers? Perspectives on a Participatory Understanding of Cultural Management	131
<i>Siglinde Lang</i>	

Applications & Activities

The (Ante-)Narrative of G/growth in Management Consulting as Liminal Sense-Making Strategy	151
<i>Silke Schmidt</i>	
Graceful Degradation and the Knowledge Worker	171
<i>Dirk Nicolas Wagner</i>	
ReThinking Studying Marketing.....	191
<i>Björn Bohnenkamp</i>	
Sustainability in the Media Industries: The Lack of Transparency and the “Sony Hack”	205
<i>Christian Stiegler</i>	
On Belonging and Being Professional: In Pursuit of an Ethics of Sharing in Project Teams	217
<i>Manuela Nocker</i>	
Notes on Contributors	237

ReThinking Management

Perspectives and Impacts of Cultural Turns and Beyond

Küpers, W.; Sonnenburg, S.; Zierold, M. (Eds.)

2017, VIII, 233 p. 14 illus., Softcover

ISBN: 978-3-658-16982-4