



Imaginization: New Mindsets for Seeing, Organizing, and Managing

Gareth Morgan

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'Shows that management is as much art form as science, providing many useful ways to tap the most important resource for competitiveness: brainpower' - Rosabeth Moss Kanter, Professor, Harvard Business School, author of The Change Masters

Gareth Morgan's worldwide reputation in the fields of management and organization studies is based on his innovative method of using simple, everyday metaphors to create new ways of managing. Following his immensely successful **Images of Organization**, in which he develops metaphors to explain the dynamics of organization, **Imaginization** goes one step further by developing metaphors that speak directly to people about how to get things done on the job.

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