



## Organizational Identity in Practice

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*Organizational Identity in Practice* provides much-needed, in-depth studies on what happens when aspirations, claims and beliefs interact. Given the practical needs of managers and students, this exciting new text provides readers with more insight into what differences in these identity aspirations, claims and beliefs really mean and what we may expect to occur when these differences become visible and what the outcomes of these processes are likely to be.

The diverse case studies illustrate how well-known firms have dealt with the broad issues of "who we are as an organization" and "what makes us similar or distinct from others" and cover a broad range of industries, firms, and organizational forms. The cases from companies such as Air France, AT&T, Bang & Olufsen, BP, Statoil, Starbucks, Scania and Alfa Romeo are focused on the broad topics of organizational identity, strategy and the environment, multiple and conflicting identities, the construction of identities, and how organizations express and project their identities. The authors give scholars, students and managers valuable ideas on how to deal with organizational identity challenges within firms.

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