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Organizational culture- mapping the terrain

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With a background in social psychology, she has written extensively on organizational behavior and culture from several perspectives. Organizational Culture: Mapping the Terrain is her third book...

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Organizational Culture: Mapping the Terrain. Expert author Joanne Martin examines a variety of conflicting ways to study cultures in organizations, including different theoretical orientations, political ideologies (managerial, critical, and apparently neutral); methods (qualitative, quantitative, and hybrid approaches), and styles of writing about culture (ranging from traditional to postmodern and experimental).

Organizational Culture: Mapping the Terrain by Joanne Martin

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Mapping the political terrain To address these challenges, we need to chart the political terrain, which includes four metaphoric domains: the weeds, the rocks, the high ground, and the woods.

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