



Sandford Borins, Beth Herst

Negotiating Business Narratives

Fables of the Information Technology, Automobile Manufacturing, and Financial Trading Industries

- Engages with an important aspect of contemporary culture (movies, novels, biographies, histories about business) in a thoughtful, rigorous, and accessible way
- Demonstrates that how we as a society think about business is strongly influenced by the way it is represented in these texts
- This, in turn, influences key personal decisions, such as career choice, and key public policy decisions, such as the regulation of business
- Examines texts' influence on social discourse and the circulation and reproduction within popular culture of the narrative structures they instantiate

1st ed. 2018, XIII, 78 p.

Printed book

Hardcover

49,99 € | £44.99 | \$54.99

^[1]53,49 € (D) | 54,99 € (A) | CHF

55,00

eBook

41,64 € | £35.99 | \$39.99

^[2]41,64 € (D) | 41,64 € (A) | CHF

44,00

Available from your library or
springer.com/shop

MyCopy ^[3]

Printed eBook for just

€ | \$ 24.99

springer.com/mycopy

This book challenges the widely-held belief that popular narratives about business are invariably critical. It develops a more nuanced analytic model of private sector narrative and applies it to 63 recent narrative texts (movies, histories, biographies) produced in the US dealing with three major industries: information technology, automobile manufacturing, and financial trading. It identifies recurring patterns to compare sectors and to analyze their implications. Negotiating Business Narratives appeals to academics and practitioners interested in business and society, strategic management, and contemporary literature and films about business.

Lifelong 40% discount for authors



Order online at springer.com / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: customerservice@springernature.com. / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: customerservice@springernature.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.