



Sanford 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

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