IN DEFENCE OF MANAGEMENT

It is estimated that management will continue to increase in relation to other occupations. This fact, far from producing joy or gratefulness, is met with an increasing hostility towards the occupation. This hostility is not produced by our colleagues in critical management studies – like every art, management needs its critics – but by its often thoughtless enthusiasts. After having reviewed some most blatant examples from what Nigel Thrift called "cultural circuit", comprising business schools, management consultants, management gurus, and business media, Professor Czarniawska will suggest a way of building an old-new alliance, necessary in order to retrieve the positive meaning of management.