

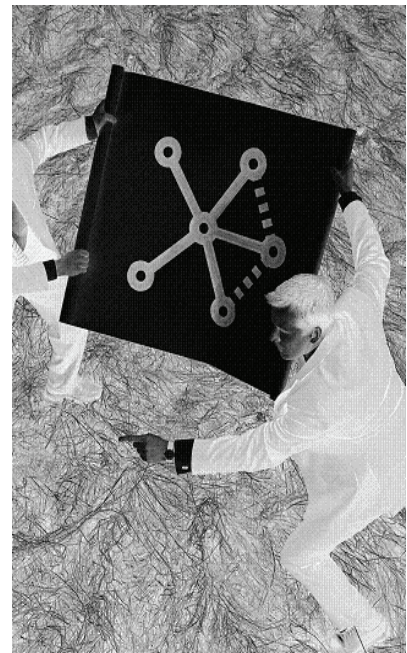
THE RICHARD NORMANN LECTURE 2011

Professor Barbara Czarniawska

Professor of Management Studies, Gothenburg Research Institute, School of Business, Economics & Law at the University of Gothenburg, Sweden

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.



Richard Normann was one of the most profound and sophisticated management thinkers of our time who died in 2003.

The Richard Normann Lectures is a collaborative initiative between Green Templeton College, Oxford and NormannPartners AB, which aims at honouring and extending the work of Richard Normann; furthering outstanding insights in strategy, business innovation and change, value coproduction and the service economy.

**Thursday 3 March 2011
at 6.00pm**

EP Abraham Lecture Theatre
Green Templeton College
Woodstock Road
Oxford OX2 6HG

For more information please visit:
www.gtc.ox.ac.uk

Further enquiries:
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