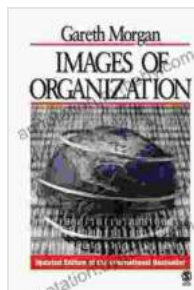


# Gareth Morgan's Images of Organization: A Revolutionary Approach to Understanding Organizations

Gareth Morgan's Images of Organization is a seminal work in the field of organizational theory. The book presents a unique and insightful way of understanding organizations by using metaphors and images.

Morgan argues that organizations are not simply rational and logical entities, but are also complex and often paradoxical. He uses a variety of metaphors to illustrate this point, including the machine, the organism, the brain, the culture, the political system, the psychic prison, the flux and transformation, and the instrument of domination.



## Images of Organization by Gareth Morgan

★★★★☆ 4.5 out of 5

Language : English  
File size : 7032 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 519 pages



Each of these metaphors provides a different perspective on organizations, highlighting different aspects of their structure, function, and behavior. By using multiple metaphors, Morgan is able to provide a more comprehensive

and nuanced understanding of organizations than would be possible with any single metaphor.

Images of Organization has been praised for its originality and insight. It has been widely used in teaching and research, and has helped to shape the way we think about organizations.

## **Morgan's Metaphors**

Morgan's eight metaphors for organizations are:

1. The machine
2. The organism
3. The brain
4. The culture
5. The political system
6. The psychic prison
7. The flux and transformation
8. The instrument of domination

Each of these metaphors highlights different aspects of organizations, and provides a different way of understanding their structure, function, and behavior.

The machine metaphor, for example, sees organizations as rational and efficient entities that are designed to achieve specific goals. The organism metaphor, on the other hand, sees organizations as living systems that are

constantly adapting and changing. The brain metaphor sees organizations as complex information-processing systems, while the culture metaphor sees them as systems of shared values and beliefs.

The political system metaphor sees organizations as arenas of power and conflict, while the psychic prison metaphor sees them as places where people's minds are controlled and manipulated. The flux and transformation metaphor sees organizations as constantly changing and evolving, while the instrument of domination metaphor sees them as tools that can be used to control and oppress others.

By using multiple metaphors, Morgan is able to provide a more comprehensive and nuanced understanding of organizations than would be possible with any single metaphor.

## **The Significance of Images of Organization**

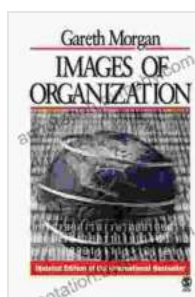
Images of Organization has been a major influence on the field of organizational theory. It has helped to shape the way we think about organizations, and has provided a new way of understanding their complexity and paradox.

Morgan's book has also been influential in other fields, such as management, sociology, and psychology. It has been used to teach students about organizations, and has helped to shape the way we think about leadership, motivation, and decision-making.

Images of Organization is a classic work of organizational theory that continues to be relevant and influential today. It is a must-read for anyone who wants to understand organizations and how they work.

Gareth Morgan's Images of Organization is a groundbreaking work that has revolutionized the way we think about organizations. By using metaphors and images, Morgan provides a unique and insightful way of understanding the complexity and paradox of organizations.

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