



# Organizations, Strategy and Society: The Orgology of Disorganized Worlds

*Rodolphe Durand*

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## **Organizations, Strategy and Society: The Orgology of Disorganized Worlds** Rodolphe Durand

Organizations are ubiquitous, from clubs and associations to firms and public agencies. They confer meaning to all of us, and our attachment to and membership of organizations have a profound effect on all areas of our lives. However, in our increasingly turbulent world, these organizations run the risk of disappearing or losing their legitimacy, creating a sense of pointlessness and absurdity.

*Organizations, Strategy and Society: The Orgology of Disorganized Worlds* draws on neo-institutional and strategy theories of competitive advantage and develops an integrative approach to theorizing organizations and their behaviors, termed '*orgology*'. It explains that organizations can act strategically to protect and renew the meaning that individuals give to their lives. In so doing, organizations that survive and thrive impose their logics on society, thereby influencing what is legitimate or not. In turn, individuals must reinterpret their multiple associations with organizations and contribute to reinforcing or inhibiting social evolutions. This new way of understanding organizations' relationships with society results in a reconsideration of management and the role of individuals in building their future.

This book will be of interest to students at all levels, to researchers in organizational studies, strategic management and sociology, as well as to people willing to reorganize their world.

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