Miriam Salzer

Identity Across Borders

A Study in the "IKEA-World"

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How do people in the international, complex company construct shared views of what the organization is all about? Starting in a cultural perspective the book presents a narrative about IKEA with a focus on the various symbols through which people construct collective self-views.

The book shows how the international, complex organization is created in various local spheres of meaning, and the idea of a global integrating supra-identity is here questioned and replaced with the idea of multiple identities. By focusing on the processes of identity construction the aim of the work is to contribute to the understanding of organizing within and across borders.

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