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About the author (2006) Gareth Morgan is well known for his creative contributions to management. He is the author of seven books, including Images of Organization, Creative Organization Theory,...

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Gareth Morgan (born 22 December 1943) is a British/Canadian organizational theorist, management consultant and Distinguished Research Professor at York

University in Toronto. He is known as creator of the "organisational metaphor" concept and writer of the 1979 book Sociological Paradigms and Organizational Analysis with Gibson Burrell and the 1986 best-seller Images of Organization .

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