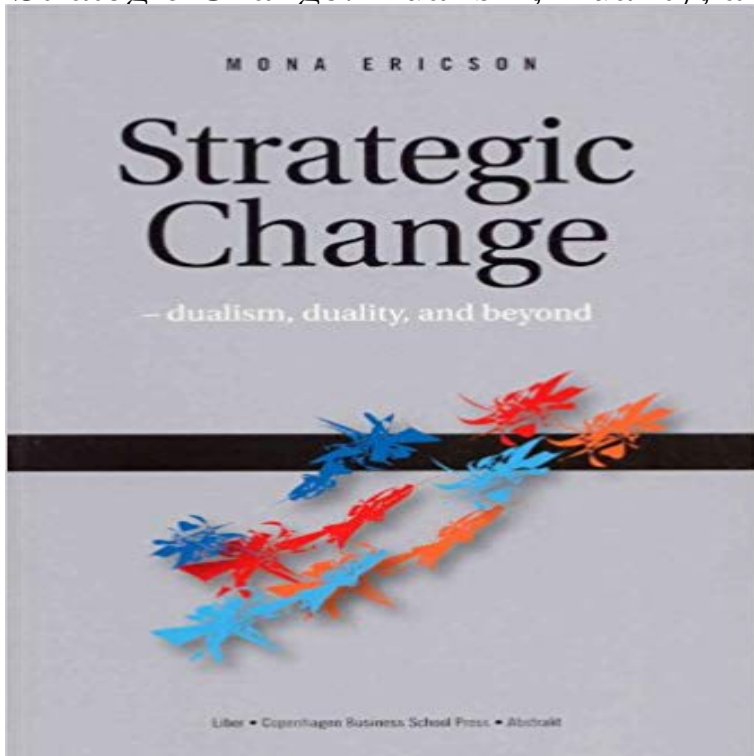


Strategic Change: Dualism, Duality, and Beyond



Dualisms have been widely adopted in academic work on strategic change. The attractiveness of dualistic thinking lies in the equilibrium it supposedly offers. Order is thought to be created by postulating a harmonious balance between contradictory phenomena. However, the theoretically and empirically interlaced discussion in this book indicates that strategic change is less about harmoniously balancing opposites than it is about repeating, in a new voice belonging to the future, the values and principles of the past.

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