Contents

List of Tables ix

List of Figures x

Acknowledgements xi

Notes on the Contributors xiii

Introduction to the Trilogy: Mythologies of Organizational Everyday Life **1**
Monika Kostera
Myths and human beings 2
Organizational mythmaking 5

Introduction to *Organizational Epics and Sagas*: The Mythologization of Organization **9**
Monika Kostera
Organization as myth 9
Structure of the book 10

1 **The Myth of Entrepreneurship** **14**
Maria Aggestam
Myth-making and living myth 15
Entrepreneurs in the education industry 18
Entrepreneurs in the media industry 21
Performative nature of entrepreneuring: mythical frame 22
Concluding remarks 24

2 **Living with the Myth of Unattainable Technology** **26**
Ulla Eriksson-Zetterquist
Myths and technology 27
Method 29
Building the myth 29
Awaiting the new technology to be implemented 32

An unattainable vision 34
Living with myths of e-business 37

3 Goddess: A Story of Myth and Power **40**
Monica Lee
The pattern 40
Mobility 41
Self-justificatory stories 42
Workloads 42
Vindictiveness and punishment 45
A rationale? 46
The power of mythical allusion 47

4 Oedipus in the Land of Organizational Darkness **51**
Yiannis Gabriel
Oedipus and miasma 53
Miasma and organizations 55
Mourning, depression and scapegoating 60

5 The Myth of Corporate Size in Public Service Companies: The Case of Toscana Energia SPA **65**
Giuseppe Grossi
Introduction 65
The myth of 'corporate size' and needs of organizational aggregation 66
Aggregation strategies of Italian public service companies 68
The Italian gas sector: peculiarities and advantages of growth in size 69
The case of Toscana Energia 71
Potential benefits and risks of aggregation strategies in light of the tale of Toscana Energia 75
Final thoughts 78

6 Bureaucrats and Heretics: Gendering Mythology **80**
Daniel Ericsson and Pernilla Nilsson
Introduction 80
Good life: according to the bureau principles 82

Evil life: according to the heretics 86
Gendered aspects of the bureaucracy myth 88
Extro 91

7 The Myth of the Virtual Organization 93
Kym Thorne
Introduction 93
Virtual organizations 94
The mythic archetypes within virtual organization discourse 97
Conclusion 103

8 Heroic Villains: The Badlands of Economy and Organization 105
Martin Parker
Introduction 105
The Mafia, and others 107
Myth today 111
Fantasy economics and social change 115

9 Merging the Myths: A Study of the Effect of Organizational Mythmaking in an Organizational Merger 118
David Sims
From story to myth 120
Tales from a merger 121
Myths in currency 123
Interactions and agendas 127
Commentary 127
Storytelling in a new environment 127

10 The Myth of Management as Art and the Management of Art as Myth 131
Katja Lindqvist
Myths in management 131
The myth of leadership as art 135
Art and myth 136
Management of art as myth 137
Metaphors and myths for management 140

11 The Cosmogonic Duel **142**
Jerzy Kociatkiewicz
Introduction 142
Social actors 143
Myths 146
The duel 148
Phase I: The hero's defeat 149
Phase II: Help 151
Phase III: Victory 153
Further considerations 154

12 The Pan American Dream and the Myth of the Pioneer **156**
Gabrielle Durepos, Jean Helms Mills and Albert J. Mills
Ideologies of Americanism and the formative context of the myth of the pioneer 158
The myth of the pioneer as situated locally in the activities of early PAA 160
Pan American Airways: the pioneering organization 163
Conclusions 167

Bibliography 169

Index 187

List of Tables

I.1 Structure of Volume 2 11

List of Figures

1.1	The mythic frame	23
5.1	The pre-merger situation	72
5.2	The separation (Step 1)	73
5.3	The contribution of Network Holding (Step 2)	74
5.4	The first merger (Step 3)	74
5.5	The second merger (Step 4)	75
5.6	Contribution of the sales division (Step 5)	75
5.7	Final structure of *Toscana Energia*	76
9.1	Myths in Institution 1	128
9.2	Myths in Institution 2	129