## The Language of Organizational Styling

Lionel Wee



## Contents

	Acknowledgments	<i>page</i> vi
1	Introduction: the organization as a corporate actor	1
2	Styling: from persons to organizations	19
3	Enterprise culture as a master ethical regime	39
4	Size matters: the semiotics of big versus small businesses	67
5	When Peter meets Harry: the emotional labor of organizations	92
6	Organizational restyling	115
7	Styling the organizational other	143
8	Organizations and speakers: structure and agency in language	168
	References	188
	Index	203