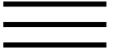


Power plays: How social movements and collective action create new organizational forms.

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Power Plays: How Social Movements and Collective Action Create New Organizational Forms

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ABSTRACT

Organizational theory emphasizes how new organizational forms are produced by technological innovation but has glossed over the role of cultural innovation. This chapter suggests that social movements are important sources of cultural innovation and identifies the scope conditions under which social movements create new organizational forms. By doing so, it lends substance to the notion of institutional entrepreneurship and enlarges the theoretical reach of neo-institutionalism.



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