

2009 School Seminar Series

Waikato Management School
Te Raupapa



From the Production of Celebrity to the Production of Leadership

Thursday, 15 October 2009
3.30pm – 4:00pm
MSB.4.02

Professor Eric Guthey
Copenhagen Business School

Abstract

Of his talk, Eric says: "In this presentation I'll talk about the ideas we developed in our new book, DEMYSTIFYING BUSINESS CELEBRITY (from Routledge, by myself, Timothy Clark, and Brad Jackson), and about how I am using those ideas as the foundation of a new research project on what I call "the production of leadership." In the book we tailor sociological theories about the "production of culture" to explain the phenomenon of business celebrity. From that same perspective, the new project approaches leadership as the product of what I call the leadership industries. The working hypothesis is that the leadership industries are organized in a manner analogous to the culture industries, that is, as a network of loosely-coupled sub-industries that produce a variety of different forms of leadership - or "leaderships," if you will- in a variety of different contexts. In the presentation I'll talk about some of the theoretical consequences of this idea, and about the ways I'm trying to pursue them further."

Eric Guthey is an Associate Professor in the Department of Intercultural Communication and Management at the Copenhagen Business School, Denmark, where he coordinates the Masters programme in Leadership and Management Studies. He is currently a visitor at the University of Auckland Business School and Excelerator, the New Zealand Leadership Institute. Along with Timothy Clark and Brad Jackson, he has just completed a new book entitled DEMYSTIFYING BUSINESS CELEBRITIES, now out from Routledge Press. The book can be previewed at <http://www.routledgebusiness.com/books/Demystifying-Business-Celebrity-isbn9780415327824>

Presenter: Eric Guthey

Email: www.cbs.dk/staff/eric_guthey