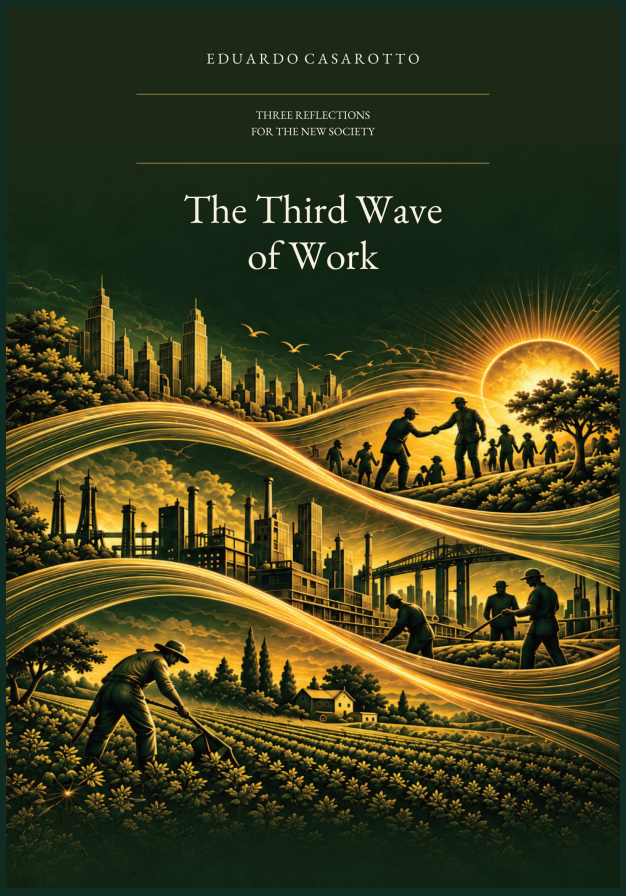
VOLUME II / WORK, IDENTITY AND PURPOSE



The Third Wave of Work

From Survival to Status, from Status to Meaning

What moves a person to work?

A changing relationship with work, and the institutions it requires.

Survival, status and meaning organize very different relationships with work. Casarotto examines these orientations through Virtology and asks why people in the same organization can experience the working day so differently.

The three waves can coexist in the same society, workplace or family. The book does not assign every member of a generation to one wave.

264 interior pages / Complete English text

INSIDE THE THIRD WAVE OF WORK

The argument *and its readers*

The third wave places identity, purpose and contribution at the center of work. The transition involves both the person and the organization: what people seek, what managers reward and which working conditions an institution permits.

The three waves

Survival centers on security. Status centers on comparison and power. Meaning centers on identity, purpose and contribution.

The tensions of transition

Generational conflict, provider expectations, political performance, AI and automation reveal the friction between orientations.

An organization that can change

Leadership, recognition, rules and working conditions become part of the humanization of work.

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It describes the world of work for which The Pedagogy of Inscription proposes a different kind of school.

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