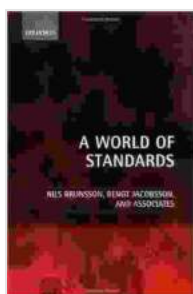


The World of Standards: An Enthralling Exploration of the Hidden Forces Shaping Society

In today's interconnected world, standards play an increasingly significant role in shaping our lives. From the technologies we use to the organizations we interact with, standards are all around us, often hidden from view. In his thought-provoking book, "World of Standards," renowned sociologist Nils Brunsson takes us on an eye-opening journey into this fascinating and multifaceted realm.



A World of Standards by Nils Brunsson

★★★★★ 5 out of 5

Language : English

File size : 2458 KB

Text-to-Speech : Enabled

Word Wise : Enabled

Print length : 200 pages

Lending : Enabled



стандарты: What They Are and Why They Matter

Brunsson begins by defining standards as "rules that describe how something should be done." They can be explicit, such as written regulations or technical specifications, or implicit, such as unwritten norms and conventions.

стандарты serve a variety of purposes. They can facilitate coordination, reduce uncertainty, and promote efficiency. They can also protect consumers, ensure safety, and maintain quality. In short, standards are essential for the functioning of modern society.

The Creation and Propagation of стандарты

Brunsson argues that standards are not simply imposed from above by powerful institutions. Rather, they emerge through a complex process of negotiation and compromise involving a wide range of actors.

The creation of a new standard typically begins with a perceived need for greater coordination or efficiency. A group of interested parties, such as industry representatives, government agencies, or consumer organizations, come together to develop a proposal.

The proposal is then subject to a process of public review and comment. This process allows all stakeholders to have their say and helps to ensure that the final standard is fair and equitable.

The Impact of стандарты on Society

The impact of standards on society is profound. They shape the way we design and build products, organize our workplaces, and interact with each other.

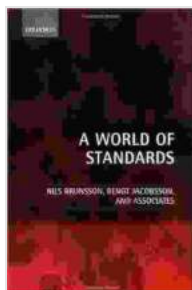
For example, the International Organization for Standardization (ISO) has developed a wide range of standards that have helped to improve the safety and quality of products around the world. The American Society for Testing and Materials (ASTM) has developed standards that have helped to advance the construction industry.

Standards can also have a significant impact on social and cultural norms. For example, the World Health Organization (WHO) has developed standards for the diagnosis and treatment of diseases that have helped to improve global health.

"World of Standards" is a fascinating and thought-provoking exploration of the hidden forces that shape our world. Brunsson's insights into the creation, propagation, and impact of standards are essential reading for anyone who wants to understand the workings of modern society.

Whether you're a business leader, a policymaker, or simply a curious citizen, I highly recommend this book. It will open your eyes to the hidden world of standards and give you a new appreciation for their importance in our lives.

Free Download your copy of "World of Standards" today!



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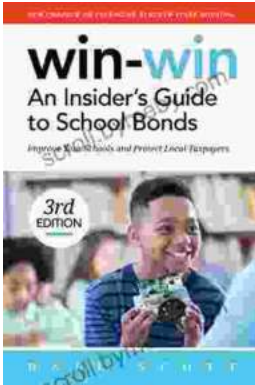
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