



# The Organization Man

*William H. Whyte*

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## **The Organization Man** William H. Whyte

Regarded as one of the most important sociological and business commentaries of modern times, *The Organization Man* developed the first thorough description of the impact of mass organization on American society. During the height of the Eisenhower administration, corporations appeared to provide a blissful answer to postwar life with the marketing of new technologies—television, affordable cars, space travel, fast food—and lifestyles, such as carefully planned suburban communities centered around the nuclear family. William H. Whyte found this phenomenon alarming.

As an editor for *Fortune* magazine, Whyte was well placed to observe corporate America; it became clear to him that the American belief in the perfectibility of society was shifting from one of individual initiative to one that could be achieved at the expense of the individual. With its clear analysis of contemporary working and living arrangements, *The Organization Man* rapidly achieved bestseller status.

Since the time of the book's original publication, the American workplace has undergone massive changes. In the 1990s, the rule of large corporations seemed less relevant as small entrepreneurs made fortunes from new technologies, in the process bucking old corporate trends. In fact this "new economy" appeared to have doomed Whyte's original analysis as an artifact from a bygone day. But the recent collapse of so many startup businesses, gigantic mergers of international conglomerates, and the reality of economic globalization make *The Organization Man* all the more essential as background for understanding today's global market. This edition contains a new foreword by noted journalist and author Joseph Nocera. In an afterword Jenny Bell Whyte describes how *The Organization Man* was written.

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