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with specific prescriptions for twenty-first-century economic survival. Taking us into the varied worlds of Hungarian toolmakers, Manhattan Silicon Alley new media workers, and Wall Street arbitrage traders, Stark deftly grounds theoretical insights with marvelous ethnographic accounts.

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*The Sense of Dissonance*  
In his recent book, *The Sense of Dissonance: Accounts of Worth in Economic Life* (Princeton University Press, 2009), Stark studies how organizations and their members search for what is valuable. Dissonance – disagreement about the principles of worth – can lead to discovery.



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In his recent book, *The Sense of Dissonance: Accounts of Worth in Economic Life* (Princeton University Press, 2009), Stark carried out ethnographic research in three distinct settings to study how organizations and their members search for what is valuable. Dissonance – disagreement about the principles of worth – can lead

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David Stark shows how in work & in  
other areas of life, it is not always clear  
by what standards we are being judged,

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& how this can be disconcerting.  
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According to Stark, the presence of competing notions of value within an organization, or what he calls "dissonance," is one such fundamental condition. A sociologist, Stark marshals

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the methodological and interpretive  
tools of his discipline to make his case.

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explanations of economic activity along with specific prescriptions for twenty-first-century economic survival. Taking us into the varied worlds of Hungarian toolmakers, Manhattan Silicon Alley new media workers, and Wall Street arbitrage traders, Stark deftly grounds theoretical insights with marvelous ethnographic accounts.

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can be disorienting and disconcerting.  
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watchword of the information age, but in this study of innovation David Stark examines a different kind of search – when we don't know what we're looking for but will recognize it when we find it. Drawing on John Dewey's notion of collaborative inquiry, Stark uses ethnography to study the perplexing situations in which actors search for

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What counts? In work, as in other areas of life, it is not always clear what standards we are being judged by or how our worth is being determined. This can be disorienting and disconcerting. Because of this, many organizations devote considerable resources to

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