

The power of the model comes from restoring the rich cream of local context to the skim milk of traditional analysis.

Mintzberg, H., "An Emerging Strategy of 'Direct' Research" Admin Sci Qtrly, Dec 79, 24(4): 582-589.

"As soon as the researcher insists on forcing the organization into abstract categories—into his terms instead of its own—he is reduced to using perceptual measures, which often distort the reality. The researcher...can only ask people what they believe, on seven-point scales or the like. He gets answers, alright, ready for the computer; what he does not get is any idea of what he has measured....The result is sterile description, of organizations as categories of abstract variables instead of flesh-and-blood processes." (pp. 585-586)