



Agir comunicativo e planeamento social: uma crítica ao enfoque estratégico (Portuguese Edition)

Francisco Javier Uribe Rivera

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Estudo teórico, de natureza comparativo-contrastante, abordando a lógica do planejamento estratégico no setor social e da saúde à luz da teoria do agir comunicativo de Jürgen Habermas. Na verdade, trata-se de uma 'crítica da crítica', na medida em que são problematizados os enfoques metodológicos tomados, até o momento, como referencial teórico alternativo ao planejamento normativo. A partir da teoria da ação habermasiana, o autor consegue indicações importantes para uma (re)leitura da teoria organizacional, na perspectiva de uma abordagem comunicativa entre todos os atores envolvidos nas organizações de saúde.

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