

begins with objectified knowledge (Global's business solutions and technologies – stage two); and their professional advisory services usually do not come to the fore until stage three. In this regard we might suggest that the professional advice of stage three serves as a supplement to the objectified knowledge offered in stage two.

The distinction between the 'authentic' and the 'inauthentic' has some resonance with Mannheim's notions of utopia and ideology. For Mannheim, wish-images are associated equally with utopias and ideologies: either a yearning to transcend the reality of the present and achieve an alternative social order; or sets of ideas that serve as a support for the existing order.

For instance, we might suggest that the difference is not absolute. Indeed, as far as vision goes, it is arguable that it would not be possible for someone to have a vision of the future that was totally unmediated by the assumptions of the present. To presume otherwise would be to admit the possibility of non-theory-laden observation.

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