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The Corporate Culture Survival Guide (J-B Warren Bennis Series)

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The Corporate Culture Survival Guide (J-B Warren Bennis Series) Edgar H. Schein

The father of the corporate culture field and pioneer in organizational psychology on today's changing corporate culture

This is the definitive guide to corporate culture for practitioners. Recognized expert Edgar H. Schein explains what culture is and why it's important, how to evaluate your organization's culture, and how to improve it, using straightforward, practical tools based on decades of research and real-world case studies. This new edition reflects the massive changes in the business world over the past ten years, exploring the influence of globalization, new technology, and mergers on culture and organization change. New case examples help illustrate the principals at work and bring focus to emerging issues in international, nonprofit, and government organizations as well as business. Organized around the questions that change agents most often ask, this new edition of the classic book will help anyone from line managers to CEOs assess their culture and make it more effective.

- Offers a new edition of a classic work with a focus on practitioners
- Includes new case examples and information on globalization, the effects of technology, and managerial competencies
- Covers the basics on changing culture and includes a wealth of practical advice

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