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An organisation's culture either gives it a competitive advantage or a competitive disadvantage. It is a crucial factor in determining how successful a business is and how much people want to work for an organisation. That is why managers are putting more and more emphasis on getting their organisation's culture right.

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corporate Australia's motives in partnering with
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An organisation's culture can be its making or breaking. That is why more and more emphasis is being put on getting it right. Full of real life examples from companies as diverse as IKEA and McDonald's, Ford and Toyota, and including a series of wide-ranging practical exercises, this book shows managers how to:

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This revised and updated Economist Guide shows how leaders should think about and implement the design of a company, using five easy-to-use guiding principles: - Design a company around its strategy and the operating context, not for ulterior or non-business reasons;

The Economist: Organisation Culture - Profile Books

Meaning and Measuring. Edmonds contends that leaders need to formalise the desired culture to make its meaning concrete. That involves defining which behaviours an organisation's good citizens should model every day. It also means making values as measurable as performance.

Companies, cultural values and success - The Economist

The Economist's Organization Culture: Getting It Right can help. In Organization Culture , Naomi Stanford provides a road map for

managers who want to: understand the power corporate culture has on a company's success; understand, define, position, and measure their organization's culture; avoid the common and costly mistakes of "culture change" programmes; and, keep their culture dynamic, responsive and resourceful.

Corporate Culture: Getting It Right: Naomi Stanford ...

Organisation Culture (The Economist) [Naomi Stanford, Karen Cass] on Amazon.com. *FREE* shipping on qualifying offers. The importance of a business's culture to sustainable success. An organisation's culture either gives it a competitive advantage or a competitive disadvantage. It is a crucial factor in determining how successful a business is and how much people want to work for an organisation.

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