Corporate Cultures 2000 Edition

By Terrence E. Deal

Basic Books (AZ). Paperback. Book Condition: New. Paperback. 232 pages. Dimensions: 8.8in. x 6.0in. x 0.8in.Business experts everywhere have been finding that corporations run not only on numbers, but on culture. In this revised and updated 2000 edition of Corporate Cultures, organization consultants Terrence Deal and Allan Kennedy probe the conference rooms and corridors of corporate America to discover the key to business excellence. They find that the health of the bottom line is not ultimately guaranteed by attention to the rational aspects of managing-financial planning, personnel policies, cost controls, and the like. Whats more important to long-term prosperity is the companys culture-the inner values, rites, rituals, and heroes-that strongly influence its success, from top management to the secretarial pool. For junior and senior managers alike, Deal and Kennedy offer explicit guidelines for diagnosing the state of ones own corporate culture and for using the power of culture to wield significant influence on how business gets done. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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