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Corporate Culture The Ultimate Strategic

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Explains why corporate culture is a critical factor in organizational success and failure, a key driver or determinant of the bottom line of financial performance of business enterprises, and a critical source (and possibly the ultimate one) of sustainable competitive advantage in organizations (that is, a stealth competitive weapon)

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The focus of Corporate Culture: The Ultimate Strategic Asset is to help people actually manage corporate culture. It is not just a treatise about corporate culture.

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The focus of Corporate Culture: The Ultimate Strategic Asset is to help people actually manage corporate culture. It is not just a treatise about corporate culture. In this book, we instruct managers and students in how to manage corporate culture as a source of competitive advantage and as a

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