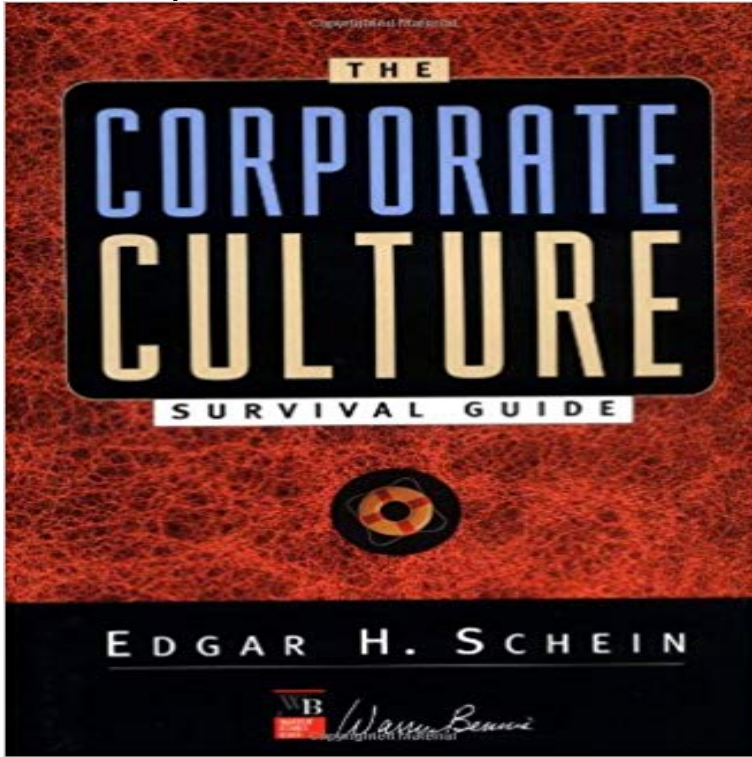


The Corporate Culture Survival Guide



Corporate culture pioneer Edgar H. Schein gets back to basics and delivers a dynamite primer on changing cultures packed with practical advice. Here, Schein separates the sense from the nonsense regarding culture change theory and practice and tells in plain terms how readers can assess their organization to determine if its current culture fits its people and products. He then examines corporate culture on three levels-behaviors, values, and shared assumptions-and shows how each factors into change initiatives. Framed around the questions managers ask most often, the book uses case studies to show what successful change looks like and to demonstrate how you can dismantle a dysfunctional culture. A Warren Bennis Book

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