

## **CORPORATE CULTURE SURVIVAL GUIDE**



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### **The Corporate Culture Survival Guide Summary Schein**

Case studies illustrate the concepts and show how corporate problems can be seen in terms of culture. The first half of the book, which lays out the concepts of culture, is especially clear. The second half, which examines cultural issues in various kinds of organizations, uses more jargon and is a bit murkier.

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The Corporate Culture Survival Guide retains Schein's hands-on methods of observation, interview, and intervention to uncover the nuances as well as the details and dynamics of an organization. The book also contains an appraisal of corporate culture on three levels behaviors, values, and shared assumptions and shows how each level affects change initiatives.

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