



The Corporate Culture Handbook: How to Plan, Implement and Measure a Successful Culture Change Programme

By Gabrielle O Donovan

The Liffey Press, Ireland, 2007. Paperback. Book Condition: New. 221 x 157 mm. Language: English . Brand New Book. Corporate culture remains an enigma for many a strategic management team, and successful culture change remains but a myth for most organisations. The Corporate Culture Handbook dispels much of the mystique surrounding the subject, outlines the business case for corporate culture management, puts forward a field-proven strategic implementation plan that incorporates best practice and lessons learned and presents pioneering work on the measurement of a culture change programme. In The Corporate Culture Handbook , O Donovan shows that successful corporate culture change must be a two-way path, where the workforce are active participants in shaping their culture, not mere passive responders to external mechanisms as suggested in traditional models of corporate culture. In addition, organisational credibility and reputation must be based on a history of ethical conduct, not on a carefully crafted marketing campaign. Using the insights in this book, corporate leaders will be able to identify the drivers, expressions and reflections of their prevailing culture and understand what needs to change to nurture and manage a healthy corporate culture. Executives and consultants seeking to create a service culture, a culture...

Reviews

Basically no phrases to clarify. It really is written in straightforward phrases rather than hard to understand. You will not sense monotony at any moment of your own time (that's what catalogues are for concerning if you ask me).

-- Doris Beier

The very best publication i at any time read through. I actually have go through and i am confident that i am going to planning to read through once more once more down the road. I found out this ebook from my i and dad advised this publication to learn.

-- Emie Wuckert