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The Character of a Corporation: How Your Company's Culture Can Make or Break Your Business (2nd Revised edition)

By Gareth Jones, Rob Goffee

Profile Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Character of a Corporation: How Your Company's Culture Can Make or Break Your Business (2nd Revised edition), Gareth Jones, Rob Goffee, Coca-Cola, Disney, Nike and Hewlett Packard all have it: a positive corporate culture that powerfully affects their bottom line. Yet despite its ability to make or break a business, corporate culture remains the most underutilized resource in business today. Internationally renowned academics and consultants Rob Goffee and Gareth Jones draw on fifteen years of research with high-profile companies such as Unilever, Polygram, Heineken and Johnson & Johnson. They successfully define the notoriously amorphous concept of culture and distil it into a diagnostic test that managers can use to assess which of four basic cultural forms prevail within their department, team or organisation. The Character of a Corporation reveals: How the ways in which members of an organisation relate to one another affects the company's overall performance - as well as the individual's quality of life. Why most organisations are characterized by several cultures at once - and how to find the kind of culture that suits you best. What to do if you want or need to change your...



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