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CULTURE.COM: BUILDING CORPORATE CULTURE IN THE CONNECTED WORKPLACE (HARDBACK)

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John Wiley and Sons Ltd, Canada, 2000. Hardback. Book Condition: New. New.. 231 x 152 mm. Language: English . Brand New Book. We are living in a world. The old rules are changing, but it is not yet clear what the new rules are. Everything is in flux, and the speed and complexity of the changes are difficult for many of us to absorb. Futurists, historians, and social scientists tell us the transition to a networked economy is the biggest shift in the way the world functions since the Industrial Revolution. The people working today are the bridge generation, spanning the gap between the old and new ways of doing business. The business and professional world is working feverishly to learn how to change its business strategies to capitalize on this world. A great deal of attention is directed at the external business issues of designing, marketing, selling, and delivering goods and services in the networked environment. But the internal infrastructure and culture changes that are needed to deliver on those new business strategies have received very little attention so far. Culture tackles the question of how to create a corporate culture that matches the new business strategy. It explains how a company's internal culture must adapt to complement, support, and be properly aligned with the organization's external business strategy. And it shows how failure to adapt can undermine, or even destroy, a company's ability to carry out its objectives. Culture is a highly practical guide to the pressing corporate culture issues that face every e-business, from start-ups to traditional organizations making the transition into the clicks--and--mortar world. * Explains the 9 key characteristics of a culture that are vital for all organizations. * Offers practical tips and strategies to ensure that your corporate culture can be...



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