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Definitions . Corporate Culture is a broad term used to define the unique personality or character of a particular company or organization. Within the company, there may be sub-cultures in departments, divisions, regions or operating units.

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In their work on the subject of culture, Deal and Kennedy suggested that the basis of corporate culture was an interlocking set of six cultural elements: History - A shared narrative of the past lays the foundation for corporate culture. The traditions of the past keep people anchored to the core values that the organization was built on.

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Regarding the publication "The New Corporate Cultures" I am not that familiar with the corporate world, however I found this publication very interesting. I highly suggest reading this book for those individuals that are contemplating going into business and who have been in business for many years.

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### **Corporate Culture and Performance Kindle Edition - amazon.com**

John P. Kotter, world-renowned expert on leadership, is the author of many books, including Leading Change, Our Iceberg is Melting, The Heart of Change, and his latest book, That's Not How We Do It Here!.He is the Konosuke Matsushita Professor of Leadership, Emeritus at the Harvard Business School, and a graduate of MIT and Harvard.

### **Organizational Culture and Leadership**

Corporate culture refers to the beliefs and behaviors that determine how a company's employees and management interact. Corporate culture is also influenced by national cultures and traditions ...

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unique corporate culture. Parenthetically, most organizational scholars now recognize that organizational culture has a powerful ... by the year 2000, it is estimated that no ... A weekday edition of the New York Times or the Herald Tribune contains more information than the average person was likely to come across in a lifetime during the 17th ...

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### **Corporate Cultures the Rites and Rituals of Corporate Life ...**

Corporate culture is a fundamental part of a company and it can be said to represent the character of a company (Schrader and Self, 2003). The values, beliefs, assumptions, ideologies and ways of doing things are in essence when corporate culture is defined (Linnenluecke and Griffiths, 2010). Naturally, companies represent their own distinct

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culture; rather, it is to explore a way of thinking about culture that I believe best suits our efforts to understand groups, organizations, and occupations. This edition is organized into three parts. Part One focuses on organizational and occupational cultures-how to think about them, how to de?ne them, and how to analyze them. Leadership

### **Deal and Kennedy's Cultural Model - from MindTools.com**

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