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Nota di contenuto	ch. 1. Determining an optimal organizational culture -- ch. 2. Creating the desired culture -- ch. 3. Cultures that fit a globalized context -- ch. 4. Reconciling universalistic with particularistic perspectives -- ch. 5. Reconciling individualistic with collectivist perspectives -- ch. 6. Reconciling neutral with affective perspectives -- ch. 7. Reconciling specific with diffuse perspectives -- ch. 8. Reconciling high-context with low-context perspectives -- ch. 9. Reconciling achievement with ascription perspectives -- ch. 10. Reconciling internally controlled with externally controlled perspectives -- ch. 11. Reconciling hierarchical with egalitarian perspectives -- ch. 12. Reconciling past, present and future perspectives -- ch. 13. Reconciling short-term with long-term perspectives -- ch. 14. Achieving consensus through reconciliation -- ch. 15. Sustaining the effectiveness of the culture.