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Nota di contenuto	Intro -- About This Book -- Contents -- Editors and Contributors -- Introduction -- 1 Features of Socially Accountable Corporate Strategies -- 2 Features of Environmentally Responsible Strategies -- 3 Issues Within Corporate Strategies -- 4 Conclusion -- References -- Organisational Culture and Gender Stereotypes in the Technology Industry: A Comparative Study of the AMD and Nvidia -- 1 Introduction -- 2 Understandings of Organisational Culture -- 3 Approaches and Models for Studying Organisational Culture -- 4 Exploring Organisational Culture -- 5 Significance of Gender-Diverse Organisational Culture -- 6 The Cultural Web Model -- 7 The Cultural Web as a Tested Model -- 8 Organisational Culture in the AMD -- 9 Organisational Culture in Nvidia -- 10 The Organisational Culture in AMD and Nvidia and the Cultural Web -- 11 Analysing the Organisational Culture in AMD Using the Cultural Web Model -- 12 Analysing the Organisational Culture in Nvidia Using the Cultural Web Model -- 13 Comparing the Organisational Culture in AMD and Nvidia -- 14 Conclusions -- Appendix -- References -- The Internal Organisational Environment in Amazon -- 1 Introduction -- 2 Various Perspectives on the Internal Environment of Organisations -- 3 VRIO Model -- 4 Knowledge-Based View -- 5 The Amazon -- 6 Critical Evaluation of Amazon's Primary Activities -- 7 Evaluation of Amazon's

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