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| Nota di contenuto | Cover; Contents; Introduction; Acknowledgments; Chapter 1 - Managing Hearts,Minds,and Souls; Chapter 2 - Assessing and Changing Organizational Culture; Chapter 3 - Vision and Cultural Development; Chapter 4 - Guiding Interpretations and the Art of Framing; Chapter 5 - Employee Participation and Cultural Change; Chapter 6 - The Ethics of Cultural Control and Organizational Change; Chapter 7 - Culture and Technological Change; Chapter 8 - Managing Culture Through Transition Periods; Chapter 9 - Managing Culture in Multinational Organizations; Chapter 10 - Putting a Change Process Together IndexAbout the Authors |
| Sommario/riassunto | This book addresses the role of communication in cultural change efforts within organisations especially during periods of transition, mergers, technological innovations and globalisation. |