

1. Record Nr.	UNINA9910790035303321
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Titolo	Corporate culture [[electronic resource]] : the ultimate strategic asset / / Eric G. Flamholtz and Yvonne Randle
Pubbl/distr/stampa	Stanford, Calif., : Stanford Business Books, 2011
ISBN	0-8047-7754-3
Descrizione fisica	1 online resource (261 p.)
Altri autori (Persone)	RandleYvonne
Disciplina	658.4
Soggetti	Corporate culture Industrial management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Corporate culture : the invisible asset -- A framework for culture management. Part I -- A framework for culture management. Part II -- Managing the customer orientation dimension of culture -- Managing the people orientation dimension of culture -- Managing the performance standards/accountability dimension of culture -- Managing the innovation and change dimension of culture -- Managing the "company process orientation" dimension of culture -- The dark side of corporate culture -- Leading culture management and culture "transformations."
Sommario/riassunto	Organizational culture is a quiet, but driving, influence on our perception of a company, whether as a consumer or as an employee. For instance, we know Southwest Airlines as laid back and friendly. We think of Google as innovative. To almost every well-known company we can assign a character. It is now well recognized that corporate culture has a significant impact on organizational health and performance. Yet, the concept of corporate culture and culture management is too often tantalizingly elusive. In this book, Flamholtz and Randle define culture, identifying and explaining the five key dimensions that determine it: a customer orientation; a people orientation; a process orientation; strong standards of performance and accountability; innovation and openness to change. They explain why culture is a critical factor in organizational success and failure—a key determinant of financial performance. Then, they provide a theoretically sound, highly practical,

and field-tested method for managing corporate culture—presenting a set of international and domestic cases that show how actual companies have leveraged culture as the ultimate source of sustainable competitive advantage. In addition to well-known companies such as Starbucks, Ritz-Carlton, American Express, IBM, and Toyota, the text presents lesser known culture stars, such as Smartmatic and Infogix. While other titles on culture have focused too heavily on the organization as a psychological being, or on academic studies of culture as a business lever, Corporate Culture draws on empirics to present a go-to, must-read guide for leveraging corporate culture as a source of competitive advantage and as a means of impacting the bottom line.
