



The New Corporate Cultures: Revitalizing the Workplace After Downsizing, Mergers and Reengineering (Business Essentials)

Terrence E. Deal, Allen A. Kennedy

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The culture of a company plays an essential role in corporate strategy and performance. In this book managers are offered practical methods for sustaining the highest levels of performance by understanding and managing the corporate culture. The authors examine the recent effects of economic forces such as globalization and technology and management trends - downsizing; outsourcing; short terminism; mergers and acquisitions on cultures of companies today and provide a framework for rebuilding and motivating a workforce for optimal performance.

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