

<<文化 Culture>>

图书基本信息

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内容概要

Fast track route to mastering culture and culture change Covers the key areas of culture, from how culture evolves and why different companies have different cultures to cultural diagnosis and implementing successful change Examples and lessons from some of the world's most successful businesses, including Amazon.com, EDS, Honda and Nissan, and ideas from the smartest thinkers, including Edgar Schein, Charles Handy, Geert Hofstede and Gareth Morgan. Includes a glossary of key concepts and a comprehensive resources guide

书籍目录

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