

Aligning Organizational Subcultures For Competitive Advantage: A Strategic Change Approach (New Perspectives in Organizational Learning, Performance, and Change)

Willie E. Hopkins, Shirley A. Hopkins, Paul Mallette

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Both a practical guide for managers and a valuable supplement for management-related courses and training in academic and organizational settings, Aligning Organizational Subcultures for Competitive Advantage takes a strategic change approach to aligning the multiple subcultures that exist in today's organizations. There are countless books on the business shelf that focus on corporate culture, but their views are often too broad to address an organization's real needs. The subcultures within a company cannot be overlooked, and their differences must be reconciled for them to work together on a daily basis within an organization. For an organization to operate optimally, these subcultures must be aligned properly. Aligning Organizational Subcultures for Competitive Advantage also brings together current research with direct applications to the task of aligning organizational subcultures and provides a wealth of practical advice for the manager who seeks a clear, workable understanding of this important topic.



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The feeling that you get from Aligning Organizational Subcultures For Competitive Advantage: A Strategic Change Approach (New Perspectives in Organizational Learning, Performance, and Change) will be the more deep you looking the information that hide into the words the more you get considering reading it. It does not mean that this book is hard to comprehend but Aligning Organizational Subcultures For Competitive Advantage: A Strategic Change Approach (New Perspectives in Organizational Learning, Performance, and Change) giving you excitement feeling of reading. The article author conveys their point in particular way that can be understood by simply anyone who read the item because the author of this book is well-known enough. This kind of book also makes your own personal vocabulary increase well. Therefore it is easy to understand then can go together with you, both in printed or e-book style are available. We highly recommend you for having this specific Aligning Organizational Subcultures For Competitive Advantage: A Strategic Change Approach (New Perspectives in Organizational Learning, Performance, and Change) instantly.

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