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Corporate Culture The Ultimate Strategic

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the management of corporate culture is the ultimate competitive advantage. In addition, they will explain how best global companies manage their corporate culture to enhance their success. This practical in depth session consists of four parts: Part 1 will provide a framework for understanding corporate culture What is "corporate culture"

Corporate Culture: The Ultimate Competitive Advantage

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3 Strategies To Build A Strong Company Culture

Corporate Culture: The Ultimate Strategic Asset (Stanford Business Books) was published by Stanford University Press in the year 2011 and is available in hardcover. This book is a useful guide for utilising corporate culture in order to achieve an edge over competitors and for creating a positive impact on performance.

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