



Revitalize Your Corporate Culture

Franklin C. Ashby Ph.D.

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Adapt or die—this is the simple choice that business has always faced. Here's a valuable guide to the how's, what's, when's, and why's of that choice.

'Revitalize Your Corporate Culture' will help you to:

- *Diagnose your company's culture
- *Understand the features of a positive corporate culture
- *Design a strategy for an effective culture change
- *Gain the full support of staff to implement a new, positive culture
- *Maintain the momentum after the new corporate culture plan is in place
- *Shared values and unwritten rules (your company's culture) can profoundly enhance—or destroy—economic success.

This book supplies all the steps necessary to increase productivity, make your organization more cost effective, and help you change your organization into a more dynamic, innovative, and collaborative organization.

Whether you are a senior executive or a middle-level manager, this book gives you techniques that will motivate, encourage, and prepare your staff to meet the challenges of the 21st century.

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