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What's more important to long-term prosperity is the company's culture—the inner values, rites, rituals, and heroes—that strongly influence its success, from top management to the secretarial pool. For junior and senior

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managers alike, Deal and Kennedy offer explicit guidelines for diagnosing the state of one's own corporate culture and for using the power of culture to wield significant influence on how business gets done.

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Corporate cultures: the rites and rituals of corporate ...

Corporate Cultures: The Rites And Rituals Of Corporate Life: Authors: Bernard D'Espagnat, Terrence E Deal, Allan A Kennedy: Editor: Addison-Wesley (1942-1999). Edition: 18, reprint: Publisher: Basic Books, 1982: Original from: the University of Michigan: Digitized: 21 Jul 2008: ISBN: 0201102773, 9780201102772: Length: 232 pages: Subjects

Corporate Cultures: The Rites And Rituals Of Corporate ...

Their first publication of The New Corporate Culture Rites and Rituals was excellent! The editorial publications of the authors including the revision of Corporate Cultures Rites and Rituals is on management, it has very good references of the large top 500 companies. this too is good reading.

Corporate Cultures: Rites and Rituals of Corporate Life ...

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Business experts everywhere have been finding that corporations run not only on numbers, but on culture. In this revised and updated 2000 edition of *Corporate Cultures*, organization consultants Terrence Deal and Allan Kennedy probe the conference rooms and corridors of corporate America to discover the key to business excellence. They find that the health of the bottom lin

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Deal and Allan Kennedy's book *Corporate Cultures : The Rites and Rituals of Corporate Life*. Dr. Poggie shared with me his feeling that if managers of successful corporations need to understand and manipulate the cultures within their organiza-tions, as the book's authors assert, perhaps there are appropriate roles for anthropologists in them.

Review of Corporate Cultures: The Rites and Rituals of ...

In their classic 1982 book, "Corporate Cultures: The Rites and Rituals of Corporate Life," Terrence Deal and Allan Kennedy proposed one of the first models of organizational culture. When the book was published, it had many supporters, although there were also many who felt the idea of corporate culture would be just a passing fad.

Deal and Kennedy's Cultural Model - from

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Corporate Cultures (New Edition (2nd & Subsequent) / REV E ...

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