

FOREWORD BY EDGAR H. SCHEIN
Author of Organizational Culture and Leadership

LEADING
CULTURE
CHANGE
IN GLOBAL
ORGANIZATIONS



ALIGNING CULTURE *and* STRATEGY

DANIEL DENISON | ROBERT HOOIJBERG
NANCY LANE | COLLEEN LIEF

INTERNATIONAL INSTITUTE FOR MANAGEMENT DEVELOPMENT (IIMD)

Resumo de Leading Culture Change in Global Organizations: Aligning Culture and Strategy

Filled with case studies from firms such as GT Automotive, GE Healthcare China, Vale, Dominos, Swiss Re Americas Division, and Polar Bank, among others, this book (written by Dan Denison and his co-authors) combines twenty years of research and survey results to illustrate a critical set of cultural dynamics that firms need to manage in order to remain competitive.

Each chapter uses a case as a means to illustrate an important aspect of culture change focusing on seven common culture-change dilemmas including creating a strategic alignment, keeping strategy simple, and more.

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