



Organizational Culture in Action: A Cultural Analysis Workbook

Gerald W. Driskill, Angela Laird Brenton

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This book is a practical guide to "reading" the culture of organizations and to understanding the implications of culture for organizational effectiveness. Beginning with an explanation of the theories of organizational culture, the book provides guidance on collecting information, leading students through qualitative research methods of observation, interviewing, and analyzing written texts. Students come away equipped to apply cultural insights to fostering diversity, supporting organizational change, making leadership more dynamic, understanding the link between ethics and culture, and achieving personal growth.

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