Gaining Control of the Corporate Culture
Ralph H. Kilmann, Mary J. Saxton, Roy Serpa

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DESCRIPTION

Leading authorities share their approaches to understanding, managing and changing organizational cultures. Includes methods for identifying cultural norms, reinforcing the positive aspects of existing culture, and building new cultures that support organizational goals and strategies.

ABOUT THE AUTHOR

RALPH H. KILMANN holds the George H. Love Chair in Organization and Management and is director of The Program in Corporate Culture at the Katz Graduate School of Business, University of Pittsburgh. He is the author or coauthor of numerous Jossey-Bass books, including Managing Beyond the Quick Fix (1989), and Corporate Transformation (1988).