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CORPORATE CULTURE AND COMPETITIVE ADVANTAGE - A DYNAMIC STRATEGIC PERSPECTIVE THAT MATCH(CHINESE EDITION)



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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2009-08-01 Publisher: Economic Science Author: Wang Lanyun Press: economic science Xinhua Te Jiashu Publication Date: ISBN: 9.787.505.884.960 words: Pages: 195 Edition: Binding: Editor's Summary Numerous studies show that The corporate culture is an important strategic asset. to create a source of competitive advantage. and if we can establish an appropriate corporate culture. the organization will be more effective. In reality. most envy. there are some common features - a distinctive corporate culture. Common values. common expectations and a common code of conduct for the company set an atmosphere. an attractive. retain and motivate an indispensable part of the employees work. and form a distinctive organizational characteristics and excellent corporate results. However. there is still a wide gap between potential and reality of the corporate culture in the creation of competitive advantage. Attracted many scholars after years of research. the role of the corporate culture of competitive advantage persists seemingly conflicting views. and has not yet formed the same conclusion. The practice field managers seem to feel the corporate culture is not like the theorists praise as effective. and even questioned the role of the corporate culture. combined with the lack of a system. a sound theoretical guidance results reality which truly create competitive advantage through corporate culture enterprises amounting to less. One of the reasons that lead to this phenomenon is the theoretical study of the corporate culture to ignore the background of the corporate culture works. especially the neglect of the company's strategic positioning and isolated to study the role of the corporate culture of competitive advantage. Way with the environment. corporate culture as a source of competitive advantage with its role. the competitive strategy...

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