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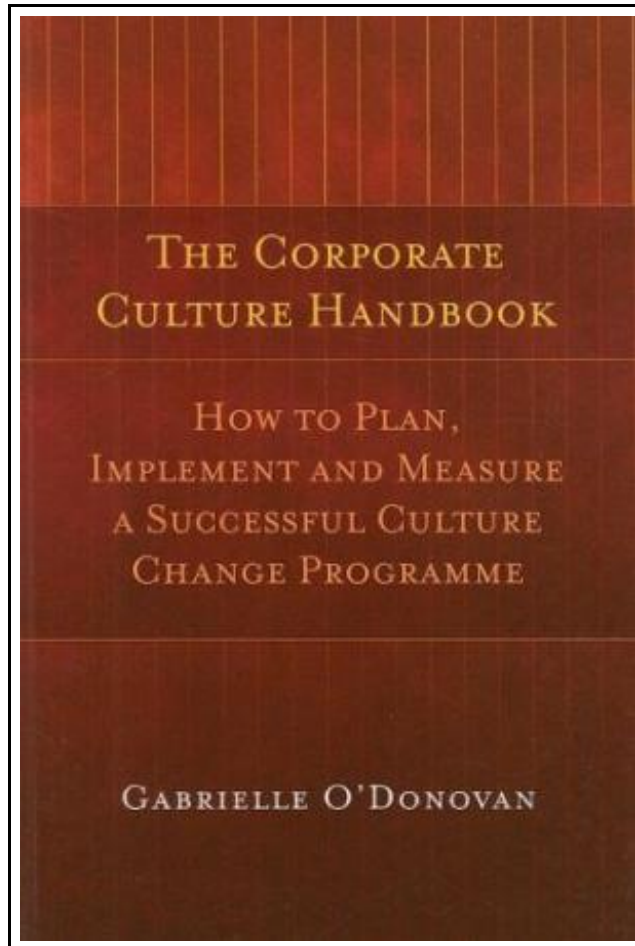
THE CORPORATE CULTURE HANDBOOK

How to Plan, Implement and Measure a Successful Culture Change Programme

GABRIELLE O'DONOVAN

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Reviews

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The Liffey Press, Ireland, 2007. Paperback. Book Condition: New. 221 x 157 mm. Language: English . Brand New Book. Corporate culture remains an enigma for many a strategic management team, and successful culture change remains but a myth for most organisations. The Corporate Culture Handbook dispels much of the mystique surrounding the subject, outlines the business case for corporate culture management, puts forward a field-proven strategic implementation plan that incorporates best practice and lessons learned and presents pioneering work on the measurement of a culture change programme. In The Corporate Culture Handbook , O Donovan shows that successful corporate culture change must be a two-way path, where the workforce are active participants in shaping their culture, not mere passive responders to external mechanisms as suggested in traditional models of corporate culture. In addition, organisational credibility and reputation must be based on a history of ethical conduct, not on a carefully crafted marketing campaign. Using the insights in this book, corporate leaders will be able to identify the drivers, expressions and reflections of their prevailing culture and understand what needs to change to nurture and manage a healthy corporate culture. Executives and consultants seeking to create a service culture, a culture of ethics or a culture of innovation will find this practical book indispensable, and organisations who adopt the UN Global Compact or the Global Sullivan Principles will find it particularly helpful for delivering on their leadership commitments.

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