



The Corporate Culture Survival Guide

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Corporate culture pioneer Edgar H. Schein gets back to basics and delivers a dynamite primer on changing cultures packed with practical advice. Here, Schein separates the sense from the nonsense regarding culture change theory and practice and tells in plain terms how readers can assess their organization to determine if its current culture fits its people and products. He then examines corporate culture on three levels--behaviors, values, and shared assumptions--and shows how each factors into change initiatives. Framed around the questions managers ask most often, the book uses case studies to show what successful change looks like and to demonstrate how you can dismantle a dysfunctional culture.

A Warren Bennis Book

The Corporate Culture Survival Guide Details

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Author : Edgar H. Schein

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From Reader Review The Corporate Culture Survival Guide for online ebook

Vlad says

Schein is the world's top expert on corporate culture. Not just in terms of how he thinks about it, but in terms of his experience helping clients work through culture change and culture diagnosis. This is a short book containing practical advice on how to assess culture specifically for the purpose of fixing a problem or capturing an opportunity.

Chet Brandon says

Edgar Schein is THE authority on culture. Unless you have carefully read and applied his books you are only guessing about what culture is and how it is influenced. The Corporate Culture Survival Guide distills all Dr. Schein has learned in decades of culture work and packages it for use by leaders looking to use culture as a tool of change. It does take some effort to fully comprehend his deep meaning of his concepts in the book. Still, this is a must read for leaders.

Arne says

It's ok.

Roman Kurys says

Taking a break from my usual reads and investing into my own professional development with this book. One needs a break from all the fantasy worlds at one point or another, right?

All in all, if you work in a corporation or attempting to start your own venture into the world of business this is a very solid foundation.

This book focuses on culture of an organization and its differences between young and established corporations. It speaks about what it is and how to be a catalyst of change without alienating your entire workforce so that your business can continue to thrive in always changing marketplace.

If you are not an entrepreneur or work for a corporation, safe to say: move along. Nothing to see here.

If you are: definitely a good, solid read.

Roman "Ragnar"

Gernot says

Ich durfe selber zwei Unternehmens M&A (Aufkaufen oder Aufkaufen) mitmachen. Leider hatte - so musste man jedenfalls annehmen - niemand vorher dieses Buch gelesen.

Was ich bestätigen kann: Einfach ist es nicht und man sollte tatsächlich alle Annahmen insbesondere - die in der anderen Firma denken genau so wie wir - in Frage stellen.

Also_ Gute Lektüre für Übernehmer und Übernommene.

James Cooper says

Thought the book gave some very practical advice and suggestions. This book is great when discussing companies and other profit-organizations. There are many good things to take out of this book for nonprofit organizations, however if you are looking to change your organization in a church or other nonprofit organization, maybe another book would be better.

Captain063 says

The book deciphers many doubts about organizations struggles throughout any transformative change. One of the valuable book ever in the field of leadership and management.

Renee says

Good ideas on how to navigate the corporate waters

Alvin says

My sense is that this book will be better read and understood by readers who have been in the OD business for a while.

Nines says

well.. it's one of book i currently read for my thesis.. :(

Peter Morville says

The best book I've read about organizational culture. Excellent!

Amy says

"If you want to change some element of your culture, you must recognize that you are tackling some of the most stable parts of your organization." p.35
