

Culture Cycle, The: How To Shape The Unseen Force That Transforms Performance - James Heskett

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This is the eBook version of the printed book. The contribution of culture to organizational performance is substantial and quantifiable. In *The Culture Cycle*, renowned thought leader James L. Heskett demonstrates how an effective culture can account for 20-30% of the differential in performance compared with "culturally unremarkable" competitors. Drawing on decades of field research and dozens of case studies, Heskett introduces a powerful conceptual framework for managing culture, and shows it at work in a real-world setting. Heskett's "culture cycle" identifies cause-and-effect relationships that are crucial to shaping effective cultures, and demonstrates how to calculate a culture's economic value through "Four Rs": referrals, retention, returns to labor, and relationships. *The Culture Cycle* explains how cultures evolve, can be deliberately shaped and sustained, and serve as a powerful "internal brand" that can promote innovation and organizational resilience. Heskett guides leaders in linking culture to strategy; managing the forces of change that can deeply challenge culture; adapting corporate culture to local businesses within global enterprises; and credibly quantifying a culture's impact on performance, productivity, and profits. He also presents a full chapter on the unique role of culture in mission-driven organizations. A follow-up to the classic *Corporate Culture and Performance* (authored by Heskett and John Kotter), this is the next indispensable book on organizational culture. Author: Heskett, James
Publisher: FT Press Illustration: N Language: ENG Title: Culture Cycle, The: How to Shape the Unseen Force that Transforms Performance Pages: 00384 (Encrypted EPUB) / 00385 (Encrypted PDF) On Sale: 2011-08-11 SKU-13/ISBN: 9780132779784 Category: Business & Economics : Strategic Planning

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