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9787512109209 CORPORATE CULTURE (2)(CHINESE EDITION)

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 :2012-09-01 Pages: 343 Publisher: Tsinghua University Press title: corporate culture (2) List Price: 33.00 yuan Author: Li Qun. Wang Li ed Press: Tsinghua University Press Publication Date :2012-9-1 ISBN: 9787512109209 Words: 543,000 yards: 343 Edition: 2 Binding: Paperback: 16 Weight: Edit Recommended Li Qun and Wang Li corporate culture objective: corporate culture exist in every enterprise. theory and practice has proved excellent corporate culture will greatly contribute to the long-term development of enterprises. on the contrary it will weaken the organization. Management of corporate culture is through cultural development. the formation of the constraints set adapt to the cultural system of enterprise development strategies. and the majority of employees of the cultural system advocated by the enterprise to reach a consensus and identify with. which can effectively play a cultural guide. inspire and unite. multifaceted self-management of a modern management and other functions. to the greatest extent. Abstract Li Qun and Wang Li corporate culture of 12 chapters. the first chapter Overview of corporate culture is mainly elaborated the concept of corporate culture. the basic structure. influencing factors. basic features. functionality. and content; Chapter II enterprises mainly on the core concept of the cultural system of corporate philosophy and corporate mission. corporate vision. corporate values. and so the concept of culture ; Chapter corporate culture research. corporate culture research purposes. the main content and basic methods. focusing on the corporate culture evaluation; Chapter enterprises new culture guide discusses the intrinsic motivation of the corporate culture. the formation mechanism of the main aspects of the corporate culture and the relationship of the enterprise system and corporate culture management; Chapter corporate social responsibility elaborated Chapter VII of the concept...



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