



Transforming Culture: Creating and Sustaining a Better Manufacturing Organization

E. Briody, R. Trotter, T. Meerwarth

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Transforming Culture offers a discussion and exploration of American work culture that can serve as a guide for organizational-culture change through the description and explanation of a model for change used at GM. The book describes the model, discusses culture-change tools that were derived from it and descriptions of how the tools work.

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