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The Economist's Organization Culture: Getting It Right can help. In Organization Culture , Naomi Stanford provides a road map for managers who want to: understand the power corporate culture has on a company's success; understand, define, position, and measure their organization's

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culture; avoid the common and costly mistakes of "culture change" programmes; and, keep their culture dynamic, responsive and resourceful.

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Cultural economics. Cultural economics is the branch of economics that studies the relation of culture to economic outcomes. Here, 'culture' is defined by shared beliefs and preferences of respective groups.

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