

Additional Readings on Organizational Culture:

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Lou Gerstner. Who Says Elephants Can't Dance? Harper-Collins. 2002.
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Biographies or Business Books that Highlight Organizational Culture

Reed Hastings and Erin Meyer. No Rules Rules: Netflix and the Culture of Reinvention. 2020. Penguin.

Eric Schmidt and Jonathan Rosenberg. 2014. How Google Works. Grand Central.

Laszlo Bock. 2015. Work Rules! Twelve. About Google.

Bryce Hoffman. American Icon. Crown. 2012. Story of how Alan Mulally turned around Ford.

Fred "Chico" Lager. Ben & Jerry's: The Inside Scoop. Crown. 1994.

Lisa Endlich. Goldman Sachs: The Culture of Success. Simon and Schuster.

Michael Lewis, Liar's Poker. Norton. 1989. Inside Salomon Bros in the 1980s.

Steven G. Mandis, What Happened to Goldman Sachs. HBR Press. 2013.

Tracy Kidder, The Soul of a New Machine. Little, Brown. 1981. Story of building a computer at Data General.

Robert Spector and Patrick McCarthy, The Nordstrom Way. Wiley 1996.

David Gerstel. Paradise Incorporated: Synanon. Presidio, 1982.

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