

9.10: Introduction to Organizational Culture

What you'll learn to do: describe organizational culture, and explain how culture can be a competitive advantage

Organizational culture is a term that describes the shared values and goals of an organization. When everyone in a corporation shares the same values and goals, it's possible to create a culture of mutual respect, collaboration, and support. Companies that have a strong, supportive culture are more likely to attract highly qualified, loyal employees who understand and work toward the company's best interests.

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