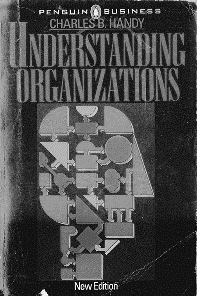


3.4.2 Corporate culture

Write the definition of corporate culture here:

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Features of a strong culture

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Write about the culture at IKEA here:

Write about the culture at Google here:

Features of a weak culture

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Write about the culture at Amazon here:

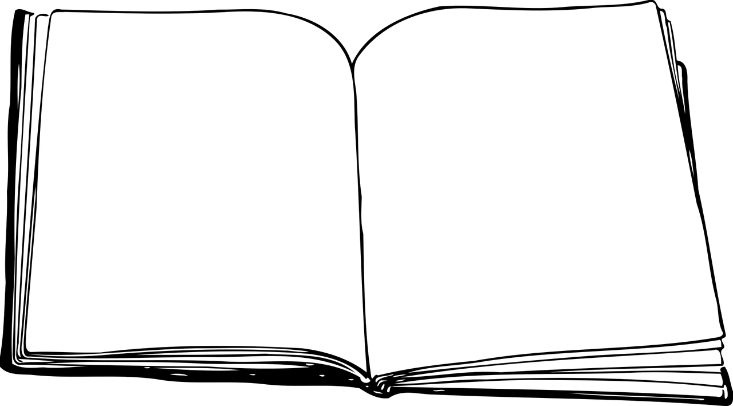
Write about the culture at Ryanair here:

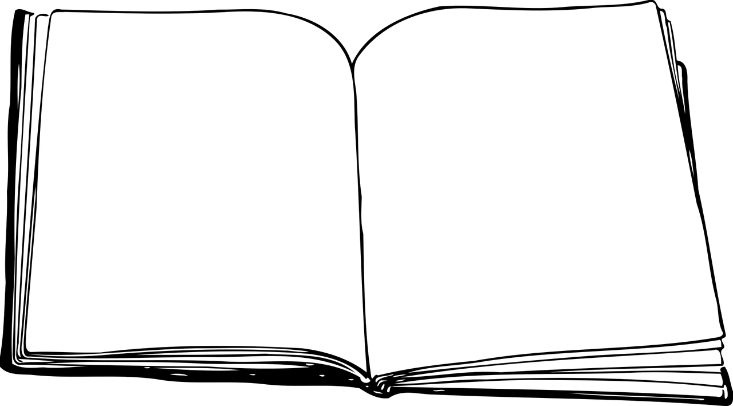


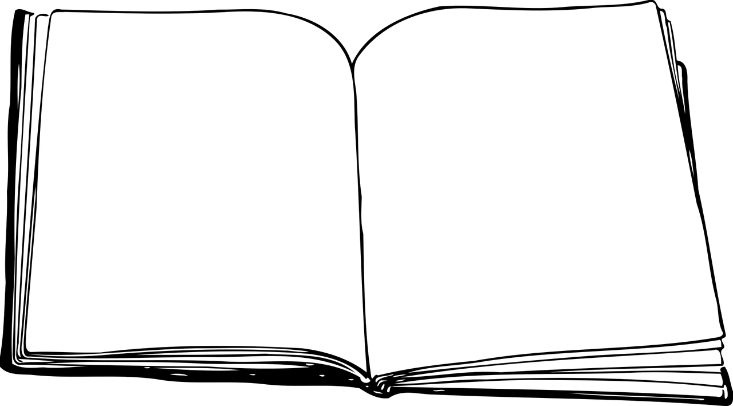


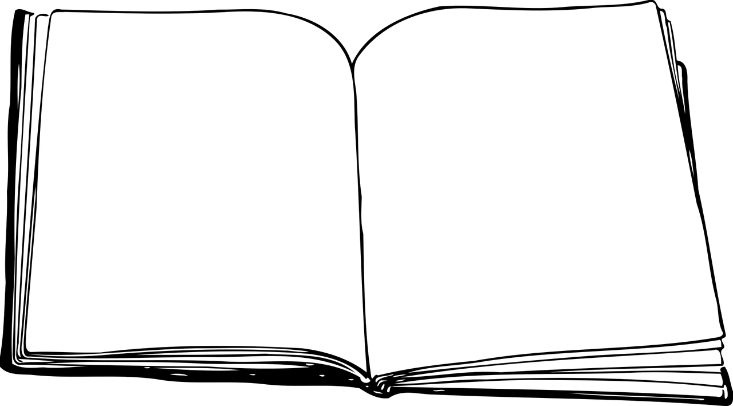


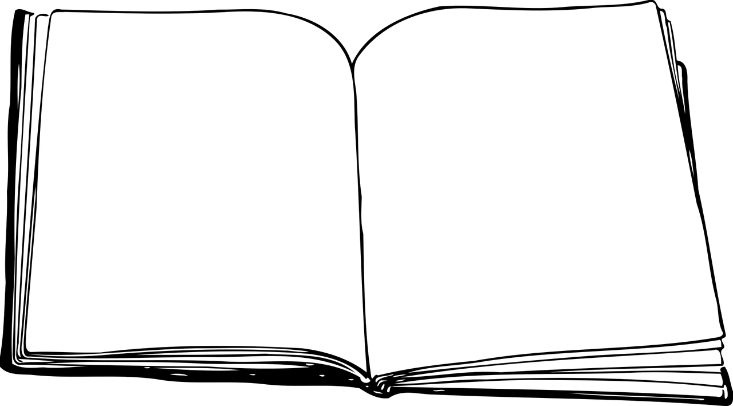


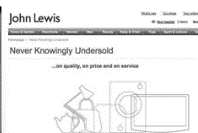
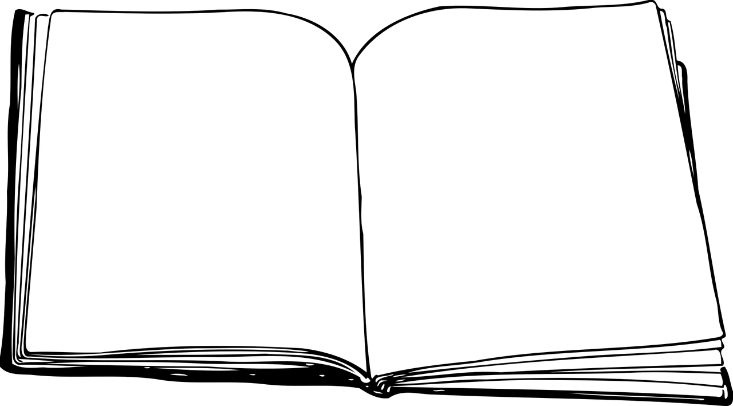
How corporate culture is formed

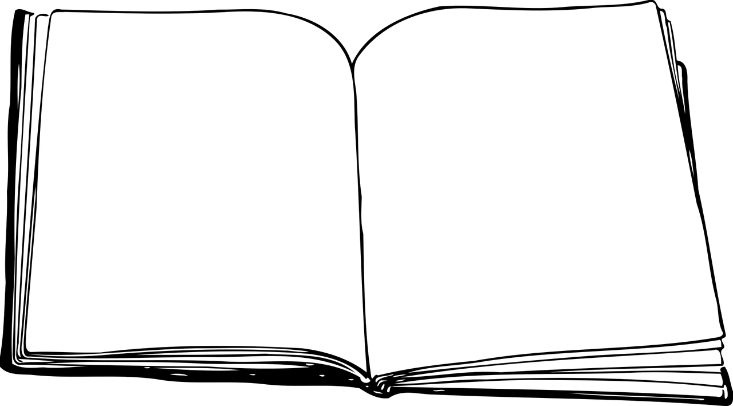


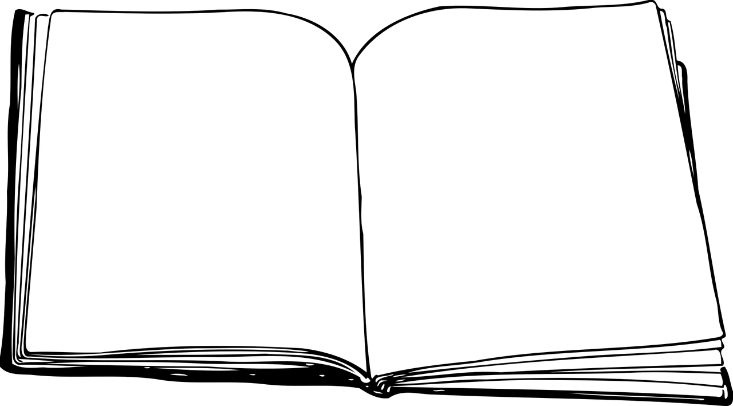














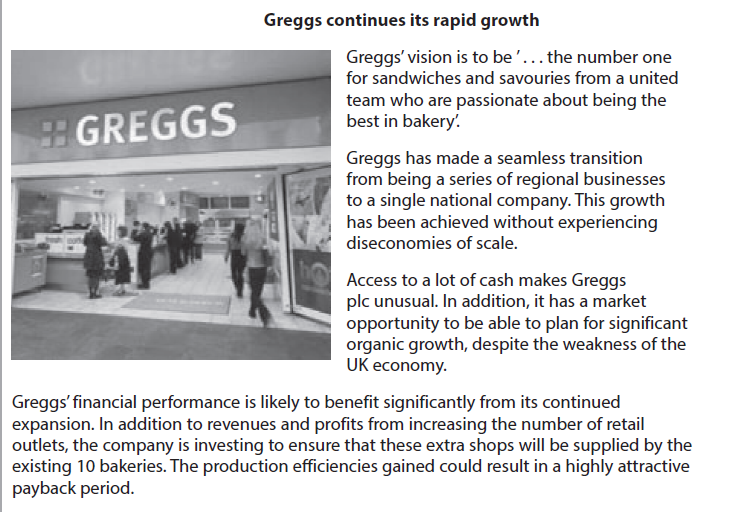
How corporate culture is formed

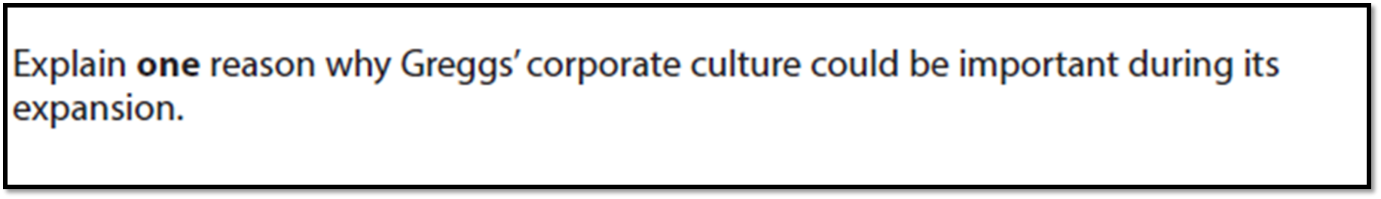
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| A |  |
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**Difficulties in changing an established culture**

|  |  |
| --- | --- |
| 1 |  |
| 2 |  |
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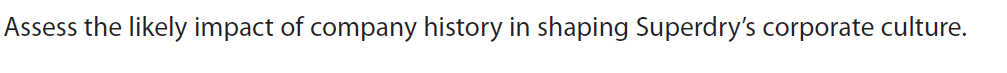
Nokia – write about the problems in their culture here:





[4]





[10]