

Constructing the Best Culture to Perform: A manual by Bob Waisfisz based on research by Geert Hofstede

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In this book Bob Waisfisz, founder of itim International and business partner of Prof. Dr. Geert Hofstede since 1980, describes in a practical way how to operationalise Hofstede´s work: How to make the intangible tangible. As globalisation continues to create complexity for all types of organisations, changing business environments require business leaders to understand The Culture Factor©. This factor is critical in enabling or hindering the implementation of strategic goals. Taking advantage of cultural knowledge is an important success factor for organisations. As they typically have different strategies and resources in place, a key question remains. Does your organisation have the Best Culture to Perform™? Key features of the manual - Organisational culture can be used as an extremely effective additional management tool. That is, if culture can be operationalised. - Strategy and culture belong together. If culture is not aligned with the new strategy, the implementation of the new strategy will not be successful. - Awareness that dreaming up models or relying just on their own experience as consultants is not enough to assist clients properly.

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Editorial Review

About the Author
Since the 1970s Bob Waisfisz has been actively involved in institutions whose objective it is to transfer know-how to people in developing countries. From 1980 until 1982 he was director of a postgraduate Management Training Institute, associated in those days with the Technical University of Delft. There he gained detailed knowledge of management styles in all their variety. He then also met Professor Geert Hofstede in 1980, with whom he started to collaborate. From 1983 onwards, companies have called Bob in to educate them on successful international cooperation. He is the founder of ITIM (currently itim International) in 1985, a network of intercultural professionals based in around 35 countries in all continents. At Bob’s request, Geert Hofstede and his colleagues conducted additional research on organisational culture. Bob used this research to develop an integrated approach to measuring and changing organisational culture, as described in this book. Currently Bob functions as the managing partner of Itim International´s Hofstede Centre, supervising its research initiatives, product development and certification programs.

Users Review

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Kirk Fonseca:

Why don't make it to be your habit? Right now, try to prepare your time to do the important act, like looking for your favorite book and reading a guide. Beside you can solve your problem; you can add your knowledge by the book entitled Constructing the Best Culture to Perform: A manual by Bob Waisfisz based on research by Geert Hofstede. Try to make the book Constructing the Best Culture to Perform: A manual by Bob Waisfisz based on research by Geert Hofstede as your close friend. It means that it can to get your friend when you really feel alone and beside regarding course make you smarter than in the past. Yeah, it is very fortuned for you. The book makes you much more confidence because you can know every thing by the book. So , we should make new experience in addition to knowledge with this book.

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