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Dr Naomi Stanford is an organisation design practitioner, teacher, and author. She is the author of six books: Organization Design:

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An organisation's culture either gives it a competitive advantage or a competitive disadvantage. It is a crucial factor in determining how successful a business is and how much people want to work for an organisation. That is why managers are putting more and more emphasis on getting their organisation's culture right.

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## **The Economist - Wikipedia**

Changing an organization's culture is one of the most difficult leadership challenges. That's because an organization's culture

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comprises an interlocking set of goals, roles, processes

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'reporting'. 'Ren' comes  
from 'Renraku', the  
word for 'informing'.

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