



values and put it in into practice throughout the organization. The most critical element of fostering the new company culture is helping employees adopt the def ned behaviors and live the def ned values every day.

Ž • Determining the True Underlying Values of a Company is simple: examining is

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After reading the book, executives can follow the step-by-step guidance in each chapter to build a corporate culture based on values. Overall, the authors make a strong argument and demonstrate how executives can steer their businesses to develop cultures that are based on their companies' core values, making them highly effective and competitive.

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Foreword, by Stephen R. Covey

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