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CULTURE D'ENTREPRISE ET CONDUITE DU CHANGEMENT ORGANISATIONNEL:SNCF



Condition: New. Publisher/Verlag: Éditions universitaires européennes | Dans un contexte économique en pleine mutation, la notion de culture d'entreprise se trouve mobilisée dans le débat du changement. Pourtant cette " culture " constitue au sein de l'entreprise publique, son identité qui est un des piliers de sa politique. De ce point de vue, il semble essentiel de prendre en considération la culture d'entreprise lors de la conduite du changement organisationnel pour des orientations stratégiques. Cet article propose d'articuler notre réflexion...

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