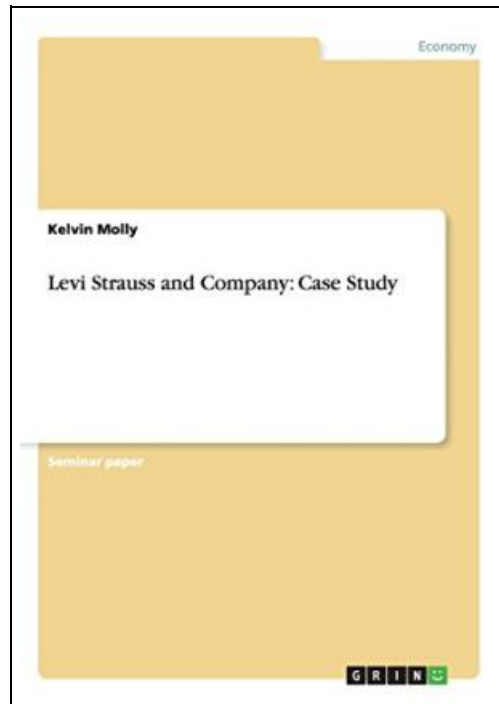


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GRIN Verlag GmbH. Paperback. Condition: New. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, Kings College London, language: English, abstract: Every corporate culture statement of an organization provides a detailed review of its pillars and how strongly they are aligned to meet the demands of the shareholders, employees, and the community. To achieve a cohesive integration between these three elements it is crucial that the Human Resource department recruits and retains top talented employees to safeguard and promote the culture of the organization. Levi Strauss and Co. is one of the major organizations that value and uphold its corporate culture in an aim of making a difference and history (Levi Strauss and CO. , 2013). Talented employees look at various issues before applying to be part of an organizations team. Corporate culture statement is one area that has currently taken significant position and reflects how an employee will react in their work environment how the expectations of the organization. According to Stanford (2011), corporate culture defines the business of the organization, the responsibility of the employees to the shareholders, good corporate citizenship, and boundaries of its operation and interaction with other external environment like government, other companies and various agencies. To attract top talent through corporate culture statements consider placing the employees of the organization first. It should provide detailed information on how employees are respected and treated with considerations as members of one large family. It should be a way to position the company as an enduring preferred employer where employees value high performance standards and work in collaboration with the leaders (Kotter, 2008). This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN....



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