

THE FOURTH FACTOR

Managing Corporate Culture

Linda Ford



CONTENTS

Acknowledgmentsxi	
Prefacexiii	
Part One	Your Gorilla1
Chapter 1	Anything It Wants!5
Chapter 2	How Your Culture Is Like Disneyland13
Part Two	The Directives23
Chapter 3	Question Rigorously25
Chapter 4	Include Respectfully41
Chapter 5	Commit Responsibly55
Chapter 6	Experiment Relentlessly69
Chapter 7	Integrate Radically85
Chapter 8	Connect, Really99
Part Three	Change113
Chapter 9	Before You Start115
Chapter 10	State the Directives123
Chapter 11	Be the Message131
Chapter 12	Second Nature the Behaviors141
Conclusion	Stand Your Ground153
References157	
About the Author159	