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Corporate Cultures: The Rites and Rituals of Corporate.

Deal and Allan Kennedy's book Corporate Cultures: The Rites and Rituals of Corporate Life. Dr. Poggie shared with me his feeling that if managers of successful corporate to understand and manipulate the cultures within their organiza-tions, as the book's authors assert, perhaps there are ap-propriate roles for anthropologists in them.

Review of Corporate Cultures: The Rites and Rituals of ... In their classic 1982 book, "Corporate Cultures: The Rites and Rituals of Corporate Life," Terrence Deal and Allan Kennedy proposed one of the first models of organizational culture. When the book was published, it had many supporters, although there were also many who felt the idea of corporate culture would be just a passing fad.

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