

Chapter 9 Corporate Culture and Leadership

Discussion questions

1. how can a company develop an entrepreneurial culture?
2. what are some examples of behavior controls? Output controls? Input controls?
3. how much faiths can a manager place in a transfer price as a substitute for a market price in measuring a profit center's performance?
4. is the evaluation and control process appropriate for a corporation that emphasizes creativity? Are control and creativity compatible?

Strategic practice exercises

Go to the library and find a "most admired companies" fortune article from the 1980s or early 1990s and compare that list to the latest one(see www.fortune.com for the latest list)which companies have fallen out of the top 10?pick one of the companies and investigate why it is no longer on the list.

How much of the evaluation is dominated by the profitability of the company? See how many of the top 10 are very profitable. How many of these companies also appear in *fortune's* "the 100 best companies to work for"?