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"CORPORATE CULTURE"
TOPIC OF UD TELECONFERENCE

DAYTON, Ohio, November 26, 1986--The importance of corporate culture and its role in a successful business is the topic of a teleconference to be broadcast to the University of Dayton on Wednesday, December 10. The teleconference will be from 1 to 4 p.m. in Kennedy Union and is the second in a series sponsored by UD Continuing Education entitled "Management Vision." Each program features live and pre-recorded video that will be broadcast via satellite to hundreds of locations in the United States, including UD.

The presenters will discuss the basic components of a healthy corporate culture, how a corporation's culture influences behavior, the variety of cultures that exist, the problems of managing during times of transition, and strategies for actively changing a corporation's culture.

Conducting the conference are Terrence E. Deal and Allan A. Kennedy, co-authors of the book Corporate Cultures: The Rites and Rituals of Corporate Life. Deal is professor of education at Peabody College of Vanderbilt University in Nashville, Tennessee. A former professor at Harvard University, he has pioneered organization culture courses now popular in many schools and universities.


Registration fee for the program is $45. For more information, call UD'S Continuing Education Office at 229-2347.