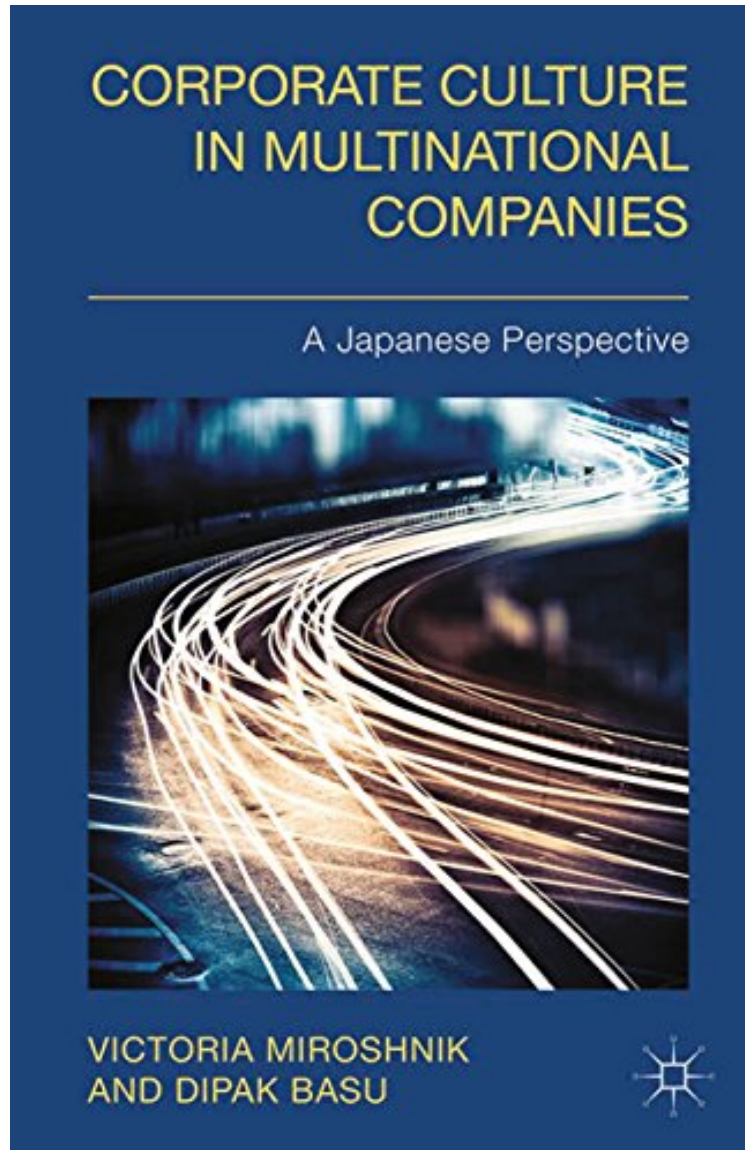


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This book explores the value component of corporate culture of companies and their relationship with production efficiency and personal values of the employee. The authors combine both qualitative analysis of the experiences of leaders of these organizations and the most advanced quantitative analysis regarding the corporate performances.

About the Author Victoria W. Miroshnik is Associate Professor in Management, Tokyo International University, Japan. She was awarded the Adam Smith Research Fellowship from the University of Glasgow, UK and was previously Associate Professor in Management at Keimyung University, South Korea; American University Dubai; Ritsumeikan Asia-Pacific University, Japan; and a psychologist in the Military Academy of USSR in Tbilisi, Georgia. Dipak Basu is Professor of International Economics, Nagasaki University, Japan. He has been awarded a University Medal, National Scholarship and British Council Scholarship. He was previously a lecturer at Oxford University; Institute of Agricultural Economics; and Research Officer at Cambridge University at the Department of Applied Economics. Dipak was also a Senior Economist in Charge, Standard and Poor, Middle East and Africa Division, and Senior Economist, Ministry of Foreign Affairs, Saudi Arabia. He is currently a Member of the Editorial Board for the International Journal of Decision Sciences, Risk and Management, and previously the editor of Middle East and Africa 1986-88.