



# Case study - Corporate culture: Corporate culture as a critical success factor at Google

*Katrin Weislowski*

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Research paper from the year 2009 in the subject Business economics - Personnel and Organisation, grade: 2,3, The FOM University of Applied Sciences, Hamburg, language: English, abstract: In strategic management research particularly the corporate culture is an important and outstanding topic. In the existing literature have crystallized innumerable approaches of the economical cultural research. The corporate culture found special appeal as Japanese companies obtained an improbable export success. Particularly the western industrial nations felt this worldwide expansion as threatening. The typical corporate culture of the Japanese companies is the key to success.<sup>1</sup> From this innumerable concepts of corporate culture were developed, which partly come to carry in this work.<sup>2</sup> At first corporate culture is described in general and the most important definitions are clarified. Subsequently, an introduction to the forms and goals takes place. The condition for a successful corporate culture is the mission statement of a company, which is described in the subsequent section. Further the measurement (section 2.4) is meaningful to the culture, in order to define the actual deviation from the targets situation of the culture and introduce measures. In section 2.5, the creation of a corporate culture is described. Also this is very important to act target-oriented. The conclusion of the theory part forms the success of a corporate culture, which is the most significant section and in order to that the company will be promoted further. After that follows the case with Google. At first is given an overview of the company and its corporate culture. At last the innovation-oriented culture of Google is described, which led to the success of the company. Finally the summary of the theory part and the case Google takes place.

[...]

1 Von der Oelsnitz, D. (2009): Die innovative Organisation, 2. überarbeitete Auflage, 2009

2 Pullig, K. (2000): Innovative Unternehmenskulturen, 1. Auflage, Rosenberger Fachverlag, 2000

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