Composite corporate identities and the concurrent centrality of corporate identity can be an enduring, hard-to-imitate *soul* of the corporation. The role of corporate identity in communicating the identity of your company is crucial. How to manage the identity of your company? This question is addressed in a new book, *The Soul of the Corporation: How to Manage the Identity of Your Company* by Hamid Bouchikhi, John R. Kimberly. 9780132598149: Books - Amazon.ca. The Soul of The Corporation: How to Manage the Identity of Your Company. - Amazon.ca The Soul of the Corporation: How to Manage the Identity of Your Company.

In *The Soul of the Corporation*, Bouchikhi and Kimberly take us on a journey into the heart and soul of a company. They explore how the identity of an acquired company is managed, the role of interior design in shaping corporate identity, and the importance of corporate image in guiding a company's reputation. The book offers practical advice to organizations on managing their corporate identity effectively.

Corporate Identity and the Dark Side of Corporate Life publications on corporate identity and health care management topics from the same for mine. Hamid Bouchikhi - ESSEC Business School 26 Oct 2015. Your brand identity is the representation of your company's 'personality' and 'soul'. It is the essence of your company and is the core of your corporate identity. It is the representation of your company's heart, soul, and spirit. The 'soul' of a company is not just a metaphor; it is a real and tangible aspect of your company's identity.

The concept of corporate identity is closely linked to the idea of corporate culture. Corporate culture is the set of values, beliefs, and behaviors that characterize a company. It is the 'personality' of a company, and it shapes the way employees interact with each other and with customers. Corporate culture is an important aspect of corporate identity, as it is the foundation upon which the identity of a company is built.

Managing corporate identity is critical for the success of any organization. A well-managed corporate identity can help a company to differentiate itself from its competitors, build a strong reputation, and attract and retain customers. On the other hand, a poorly managed corporate identity can harm a company's reputation, lead to customer dissatisfaction, and result in lost revenue.

In *The Soul of the Corporation*, Hamid Bouchikhi and John R. Kimberly provide a comprehensive guide to managing corporate identity. They discuss the importance of corporate identity, the challenges of managing it, and the strategies for effectively managing it. The book is a valuable resource for anyone involved in managing corporate identity, whether in a corporate, government, or not-for-profit organization. It is essential reading for anyone who wants to understand the importance of corporate identity and how to manage it effectively.
Identity of Your Company - InTEgro We argue the literatures on corporate heritage identity, organisational identity. The Soul of the Corporation: How to Manage the Identity of Your Company.