The challenge of corporate culture
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Nowadays, each company is trying to be different from another. They are triyng to be different in their corporate culture.Corporate culture is a set of behaviors, which develops the organization in adapting to the external environment and internal integration, which have showed theirs effectiveness and is shared by most members of the organization. If to say in other words, corporate culture is a system of principles, practices and values that enable all companies to move in one direction as a unified whole.

The components of any corporate culture are:
- adopted system of leadership
- styles of conflict resolution
- current system of communication
- position of the individual in the organization
- adopted symbols: slogans, organizational taboos, rituals

Corporate culture is based on the fundamental values shared by members of a company. In different companies these values are different because it depends on whose interests are lying the basis of the company. These values influence corporate leadership style, behaviors, communication, activities.

A high level of corporate culture is the biggest strategic factor. It stimulates all the departments of the corporation and its individual employees to achieve goals within the existing mission of the organization.

Characteristics of any corporate culture:
- understanding of the employee his/her place in the company
- type of joint activities
- Standards of Conduct
- control type
- communication culture
- communications system
- business etiquette
- tradition of
- work ethic
- interpretation of the authority and responsibility

The corporate culture is not a permanent fenomenon. It is constantly involves, develops under the influence of different factors like: market situation and competition.It is always important to make a corporate culture very effective, applicable in solving every day corporate problems, for example hiring the best people. In any case, it is very difficult to find some common approaches to formulation and implementation of corporate culture in the company, as all companies are completely different both in size and in its objectives. Of course you can find a way out from this situation. It is always possible to determine the minimum level of knowledge and skills that should have any member of your business. Why? In order for employees to work at your company as a whole and contribute to the overall goal. You should establish some parameters for taken people and staff members.

This person should know how to behave in a typical (regular) situations and how to be in not a typical that is how it should take a decision on an intuitive level. To achieve this, you should:
- upon employment rights, you must first have an idea of what should be his knowledge and skills, what should be his psychotype (fit for work at your company)

- after that person became a member of your company - to show him that the team is a family very important - is to adapt the employee. In addition to explaining in adapting the basic purposes and values of the company, you need to do a tour of the company and to acquaint him with the team
- must specify the parameters of his relationship with colleagues, superiors, clients

required to reconcile the objectives of its activities and those of the company in general

- important to determine what, how and when it should do
- for all that is necessary to motivate employees to perform duties
- and be sure to monitor his activities.

Also at the company must exist to corporate standards. They are a part of corporate culture and are the rules to be followed. Here's the basic list:

- relationships with colleagues
- customer relationships
- workplace (design, maintain order, the behavior in the workplace, transfer it to another artist)
- with the external environment (protection of interests of the company, etc.)

When you choose the type of control in the company you must be especially careful because it describes how the company makes management decisions. It should match the corporate culture of the company.

Characteristics of the main types of management

Type of managing	Description
Bureaucratic	A superior leadership makes decisions, the main lever of influence - the power (orders).
Democratic	The main lever is the law.
Authoritarian	The main lever is the authority of the head with unquestioning obedience artists
Market	Decision-making occurs in accordance with the laws of the market, the main lever of influence on the employees is money.
Collectivist	The main lever is the knowledge, competence. Active decision-making of all professional performers in the decision-making.

In each company or in any country there is its own corporate culture and everywhere it is different. But in any case it is based on the fundamental principles that are true for all:

- professional responsibilities clearly defined in job description
- there are requirements for the style of clothes
- mandatory corporate events, trainings and seminars that support the team spirit
- focuses on the language of communication in a team
- awareness of time, attitude and use
- relationships between people, norms and values
- motivation.

In my opinion the company should be managed by market. I can say that it is probably the best way of managing nowadays because the influence of market is huge. Every company depends on a market situation. Its more interesting to work in this kind of company because employees are motivated by money so they are getting a percent and if they are working more efficiently they make more money.