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Essay from the year 2009 in the subject Business economics - Business Management, Corporate Governance, grade: 100.00, University of Phoenix, course: Integrated business Topics, language: English, abstract: The Southern Company’s Value Set
Organizations of various sizes use individual values in guiding them when enacting them through various plans and actions. By analyzing the origins and subsequent evolution of personal and workplace values, individuals and organizations develop drive actions and behaviors and a method to drive them to match the market one is in. By analyzing and comparing the degree or difference between stated values and actual plans and actions organizations identify areas for improvement. Without a mirror image of strong values that result in a matching plan and action, organizations cannot create a strong mission or vision with core competencies as stepping stones to reach their objective that improves an organization’s competitive advantage. In this paper, the review of the Southern Company and how it develops and enacts plans to coincide with its values to match its market will be undertaken.

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