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Cultures in Organizations: Three Perspectives, Joanne Martin (Ph. D.) Author. Joanne Martin. Edition. illustrated. Publisher. Oxford University Press, USA, 1992. ISBN. 0195071638, 9780195071634.

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In the past, those who have studied organizational culture have usually done so from one of three perspectives: 1) "Integration" - all members of an organization share a consensus of values and purpose; 2) "Differentiation" - there are frequent conflicts among groups in organizations with limited consensus; 3) "Fragmentation" - there is considerable ambiguity in organizations with consensus coexisting with conflict, and much change among groups.

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According to Schein, there are three levels of culture which are artifacts, values, and assumptions (Schneider & Barsoux 1997, p. 21) Artifacts consists of organizations visible symbols, mark or logo which can represent the image of the organizations.

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