To complete this discussion, select one of the following pairs of organizations:

American Airlines and Northwest Airlines

Anheuser-Busch and Coors

Hewlett-Packard and Xerox

Albertsons and Winn-Dixie

Dayton-Hudson (Target) and J. C. Penney company

Contrast the cultures of the pair of organizations you chose, using the following dimensions:

Strength of the culture

Fit of the culture with the industry’s environment

Adaptiveness of the culture

Which of the two is the better performer? On what did you base your conclusion? How does the performance of each relate to its organizational culture?