

# **CORPORATE CULTURE: INVISIBLE COMPETITIVE ADVANTAGE**

**Miroslava Mladenova**

**Abstract:** *The article is an attempt to present a way of survival of modern companies, emphasizing their culture as a major driving force and competitive advantage. The dynamic conditions where the organizations exist today impose the necessity to use all available resources. Because of this reason, more and more companies rely on their „invisible values“ to achieve their goals. The recognized need of using human potential emphasize people, turning them into a part of the main organizational components - mission, vision, goals.*

**Key words:** *corporate culture, advantage, competitiveness, invisible values.*