(b) To what extent might the existence of a strong corporate culture guarantee the success of	Marks and Spencer plc is one of the leading names in UK retailing and it has branches all over world. It is recognised as having high standards in relation to both the goods that it sells and service that it provides. In addition, it prides itself on having a strong corporate culture wl places an emphasis on the well-being of its employees. 'Live well – work well – be well' is motto of its Well Being Programme, which illustrates the importance that Marks and Spen places upon the welfare of its staff. Today, many companies are recognising the need to develostrong corporate culture that is highly visible and which affects the behaviour of employees other key stakeholders.			
	(a)	What is meaning of the term corporate culture?	[:	
	(b)		the success of	