The corporate world is a fascinating, dynamic place. It lays claim to many of the movers and shakers, the powerful and influential people of our world. Being a part of the corporate world can be a very rewarding experience, or a not so pleasant one. What makes it pleasant for some and not for others is if the person understands that business is conducted in the corporate world as a game. And to move ahead and win means understanding the game and its rules.

So you will be aware of what is happening on the playing field around you, in this chapter I will explain the controlling forces of the corporate world—corporate culture, power and lifestyle, and politics. To help you move ahead and win, I have provided some winning strategies. These are proven strategies that work, based on my own experiences and observations as a successful marketer, manager and trainer in IBM.