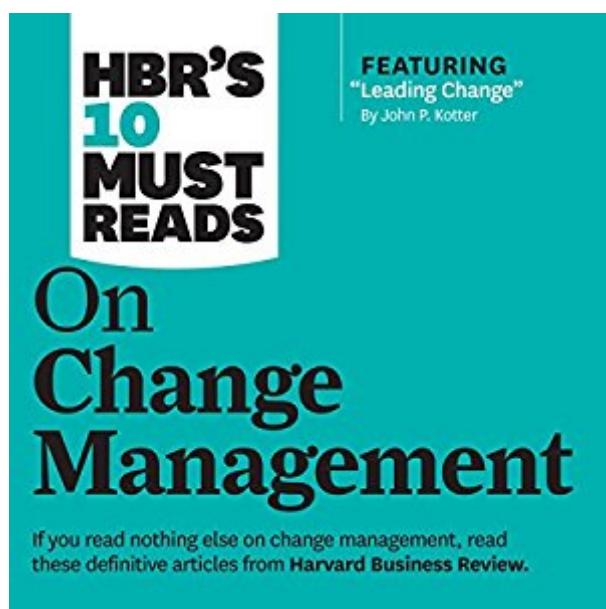


The book was found

HBR's 10 Must Reads On Change Management



Synopsis

Most companies' change initiatives fail. Yours don't have to. If you listen to nothing else on change management, listen to these 10 articles (featuring "Leading Change" by John P. Kotter). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you spearhead change in your organization. HBR's 10 Must Reads on Change Management will inspire you to: Lead change through eight critical stages Establish a sense of urgency Overcome addiction to the status quo Mobilize commitment Silence naysayers Minimize the pain of change Concentrate resources Motivate change when business is good This collection of best-selling articles includes: featured article "Leading Change: Why Transformation Efforts Fail" by John P. Kotter, "Change Through Persuasion", "Leading Change When Business Is Good: An Interview with Samuel J. Palmisano", "Radical Change, the Quiet Way", "Tipping Point Leadership", "A Survival Guide for Leaders", "The Real Reason People Won't Change", "Cracking the Code of Change", "The Hard Side of Change Management", and "Why Change Programs Don't Produce Change".

Book Information

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Customer Reviews

This book was recommended to me by a friend who has had a successful career as a change management consultant, after working for IBM for years. There is an almost identical book which has a Chinese painting on the cover and contains 8 of the 10 articles in this book. Make sure you don't order both! This is a great read for anybody interested in formulating a structured approach to

implementing change.

Excellent book on effective management , Anyone on the operations side of consulting would be wise to dig into this book before starting there role

Has really helped me with school assignments. I am just over halfway through my Master of Science in Human Resource Management.

This book was assigned as part of our Change Mgt class at Western Michigan University. Really impressed with the book and I know I will refer to this later in my career.

Sentinel articles on current perspectives on change

HBR's 10 Must Reads on Change Management are just that...must reads for anyone who is serious about successfully making change happen. Whether you have lots of change experience or just starting there is a lot of wisdom in these pages. Highly recommended.

Excellent insights I could act upon when needed. A great book to have at hand when you need to make sure your colleagues will embrace the change you propose them.

I have always appreciated HBR publications. In this book, the best Change Management theories and best practice principles have been selected. This provides a really balanced understanding.

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