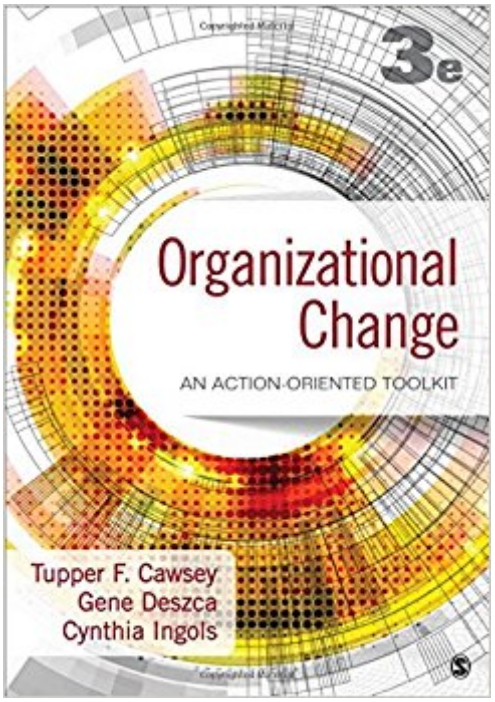
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Organizational Change: An Action-Oriented Toolkit



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Synopsis

Awaken, mobilize, accelerate, and institutionalize change.Ã Â Ã Â With a rapidly changing environment, aggressive competition, and ever-increasing customer demands, organizations must understand how to effectively adapt to challenges and find opportunities to successfully implement change. Bridging current theory with practical applications, Organizational Change: An Action-Oriented Toolkit, Third Edition combines conceptual models with concrete examples and useful exercises to dramatically improve the knowledge, skills, and abilities of students in creating effective change. Students will learn to identify needs, communicate a powerful vision, and engage others in the process. This unique toolkit by Tupper Cawsey, Gene Deszca, and Cynthia Ingols will provide readers with practical insights and tools to implement, measure, and monitor sustainable change initiatives to guide organizations to desired outcomes.

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A must read for any organization leader

It’s a textbook. You’ll buy it because your professor says you have to. That being said, it’s clean and efficient for self teaching; you can ignore the text and work on the exercises and it will be a useful practical handbook, or you can use it theoretically. Nice margins for writing and a thorough glossary.

This book explains very clearly what it takes to bring about change , it is a much debated subject . This book unleashes the tough process of change and breaks it up into parts that are easily matched allowing its practitioners to see true progress . Isn’t that what change us all about ?

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