

# Change Management Masterclass

*"Covers the complex subject of change management in a highly readable way."*  
Dr Tim Hughes, Bristol Business School

## **CHANGE MANAGEMENT MASTERCLASS**

**A Step by Step Guide to  
Successful Change Management**



**Mike Green**

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Change management, handled badly, can create enormous problems for business. A recent McKinsey survey suggested that only 6% of change management projects are completed successfully and that the process causes feelings of anxiety and confusion among employees. There is obviously a great need for support during any transition. Change Management Masterclass explains the whole process in accessible terms. It looks at why organizations need to change, the different ways change can be approached, and what makes a process of change management successful. It analyses the change process in an ordered and structured way to help the reader understand the concepts and deal with the unexpected problems that arise. Change Management Masterclass provides a model for change that will help readers manage change better in the future, benefiting their own performances as well as the performance of their organizations.

作者介绍:

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