

# Organization Development



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This work addresses the human and social dynamics of change on organization members. The effects of such changes ultimately influence the success or failure of the organization's change initiatives. Rather than focus on the "process" or "technology" of change, as many previous works have done, the premise of this work is to address the human dynamics that are crucial for any change initiative to be effective. In essence, Jackson emphasizes that people do indeed come first for any plan involving organizational change. Other important factors addressed in Organizational Development include: considering the entire organization and understanding that each change affects the entity as a whole; recognizing organizational learning as a key to inspiring members to learn together; and the development of a cadre of leaders who are willing to take the organization forward as opposed to solitary leadership. This work is ideal for students or practitioners of Organization Development (OD), and provides methods and practices that focus on improving the effectiveness of organizations.

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