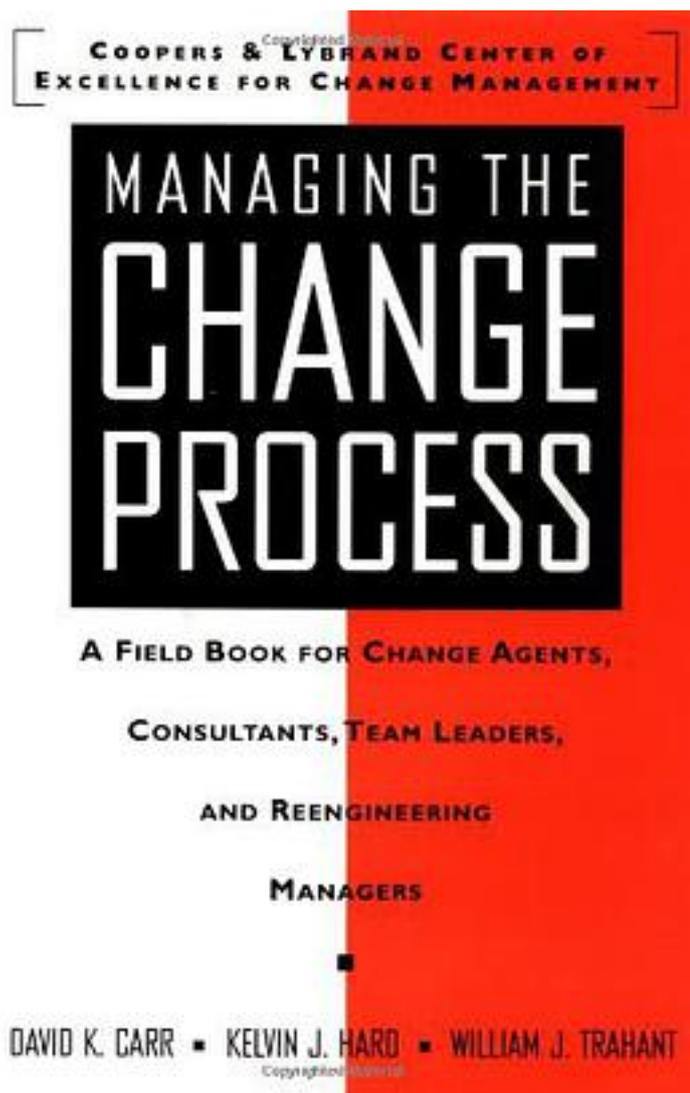


Managing the Change Process



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Here are the practical, proactive tools managers needed to get a handle on today's best change management strategies and ensure the success of their business improvement and turnaround efforts. Each of the change management strategies spelled out in this guide is firmly grounded in the extensive experience of Coopers & Lybrand, a Big 6 consulting firm with a dedicated change management practice. Each one has been company-tested in such organizations as Agway, New York Life, Prudential Direct, and the Office of Naval Intelligence. The result is a comprehensive analysis of the global changes confronting today's business leaders. It also includes proven strategies for managing major change, creating an organizational culture conducive to change, and leading change effectively.

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目录:

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