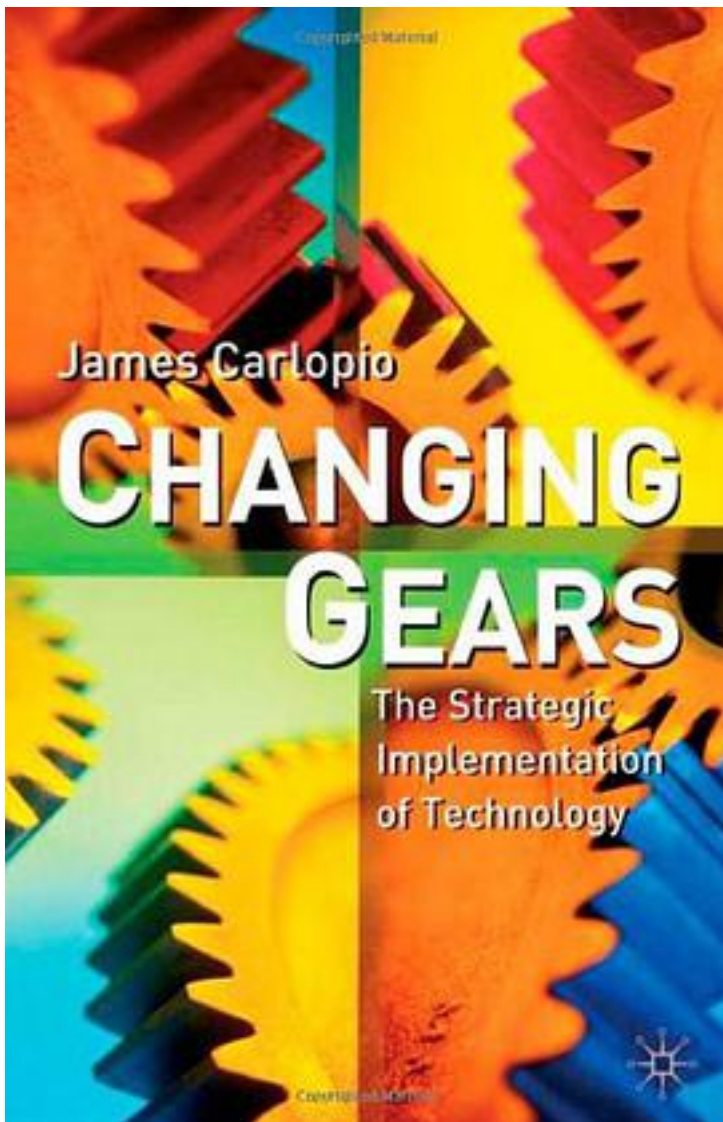


Changing Gears



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The focus of this book is upon the implementation of new technology, strategy, business models, and new innovations. It takes a social-psychological perspective on the management of change and technology/strategy implementation and crosses the boundaries of change management, technology implementation, and organizational strategy.

作者介绍:

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