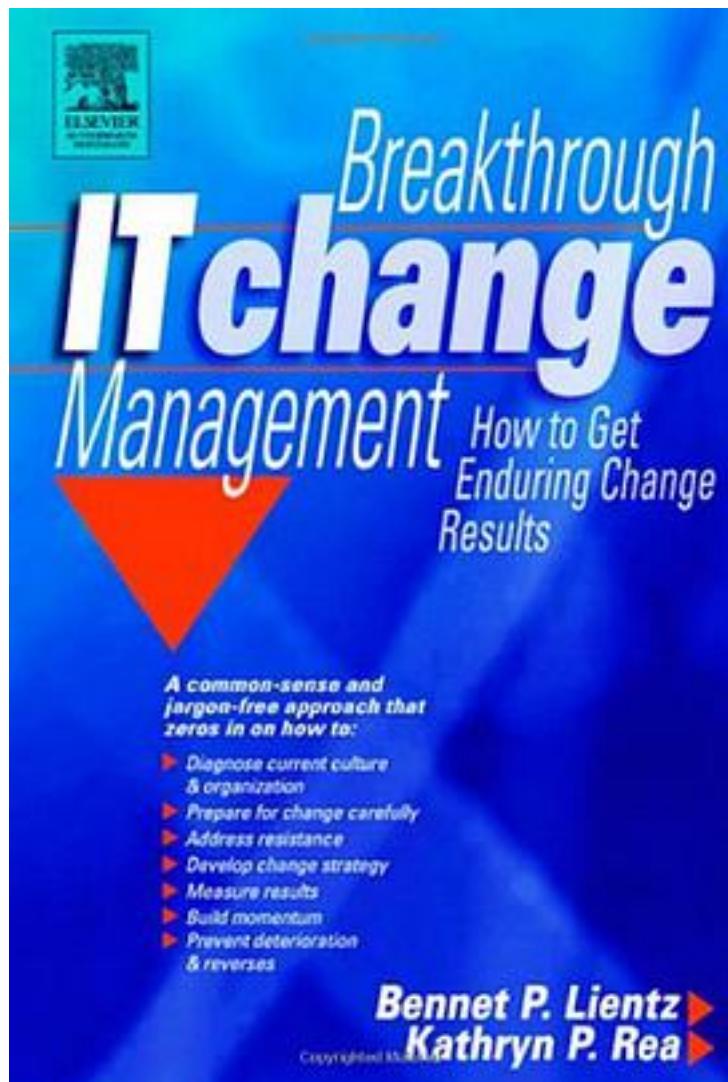


Breakthrough IT Change Management



A common-sense and jargon-free approach that zeros in on how to:

- Diagnose current culture & organization
- Prepare for change carefully
- Address resistance
- Develop change strategy
- Measure results
- Build momentum
- Prevent deterioration & reverses

Bennet P. Lientz ►
Kathryn P. Rea ►

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This is a different book on change management. Using commonsense and practical advice tested in their work with hundreds of organizations, the authors walk the reader through clear guidelines and checklists to implement change that works. Readers will develop a change management strategy that starts by diagnosing the current culture and organization, then prepares for change carefully, addresses resistance to change, develops the change strategy, measures results, builds momentum for further change, and prevents deterioration and reversion. The authors then apply their framework to two areas that are major targets for change management: implementing new technology and systems and implementing successful e-business strategies. Included throughout are real-world examples from a number of industries and government. This method has been used successfully in over 70 organizations in over 20 countries. Commonsense and jargon-free approach focuses on the realities of implementing change in real world. Most of the book deals with getting the change established, measurement, and practical ways to sustain the change long-term.

作者介绍:

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