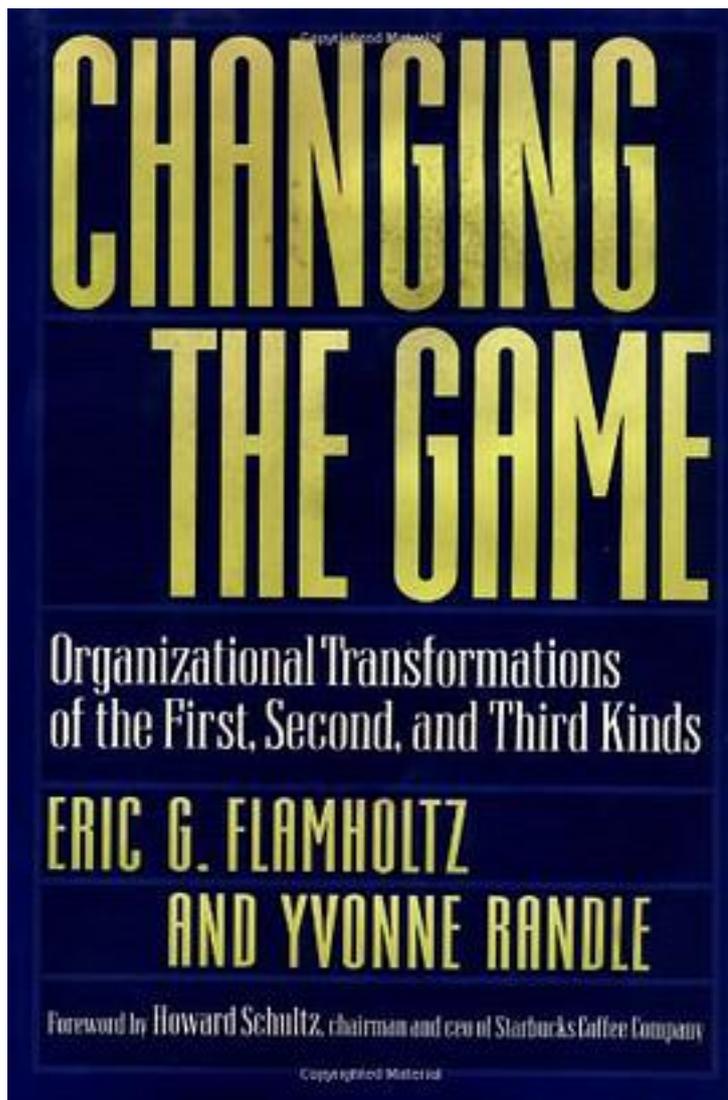


Changing the Game



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The authors of this book argue that firms succeed or fail in their industries according to the degree that they are able to change what they do to meet changing market decisions. The authors present a framework for managing the process of organizational transformation, and the tools that are necessary to manage that change. This book is intended for managers and academics.

作者介绍:

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