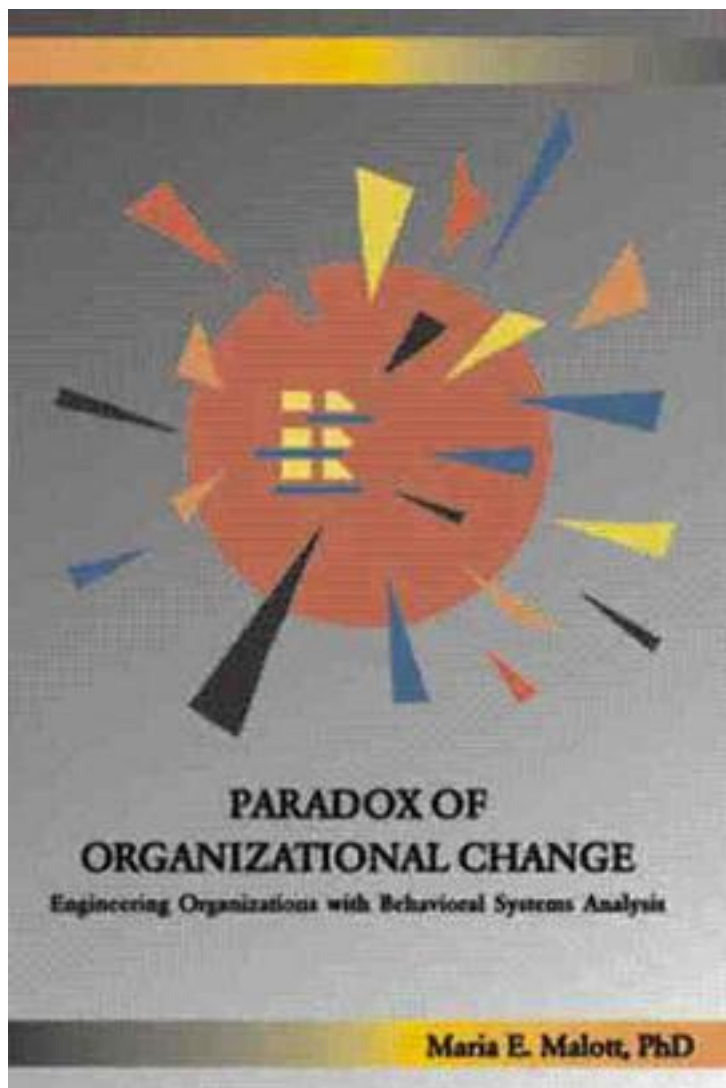


Paradox of Organizational Change



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Paradox of Organizational Change illustrates a systematic approach to creating sustainable change in any type of organization attempting to compete effectively in its environment. This book is founded on general systems principles and the scientific study of behavior. Stories based on real cases are presented to address fundamental issues of organizational change. The reader will learn how to restructure an organization to succeed in the ever-changing marketplace, how to identify and design processes that change organizations, and how to ensure that new processes are continuously implemented managed, and adapted to ongoing organizational changes.

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