

# Leading Strategic Change



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Why do some companies continue to be successful while others experience difficulties and even failure? In *Leading Strategic Change*, Eric Flamholtz and Yvonne Randle demonstrate that the key to long-term organizational success is the ability to adapt to and manage different types of change. Drawing on over 30 years' consultancy experience within major firms, they combine theoretical and practical models of organizational change, together with a new theory of leadership, to build a framework for understanding, planning, and leading change. The scope and value of this framework is then shown in relation to nine real-world case studies, ranging from relatively small companies (IndyMac Bank, Infogix) to large multinationals (Starbucks, Westfield). The focus throughout is to provide practical guidance to those concerned with managing and leading change in organizations. This book is an excellent guide to the many lessons to be learned about successful organizational change.

作者介绍:

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