Implementing Organizational Change

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Learn how to be a leader in business by spearheading change in your organization, a vital skill for every executive. Implementing Organizational Change-Theory into Practice provides a framework upon which readers can understand and analyze effective change management. The Second Edition has been updated to reflect the latest data and research in organizational change. Chapters have been rewritten and reorganized to improve students' understanding of the big picture. New technologies have been included in this revision to keep students up to date with current trends.

KEY TOPICS : Organizational Change; Theories of Effective Change Implementation; Mutual Engagement and Shared Diagnosis; Organizational Redesign; Developing Human Resources; Reinforcing New Behaviors; Organizational Culture and Change; Leading Change

MARKET : Organizational change is a vital skill for every executive and business leader. In a fast-paced business world, firms need to be able to respond to fluctuating environments with equally adept changes in their own procedures and goals.

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