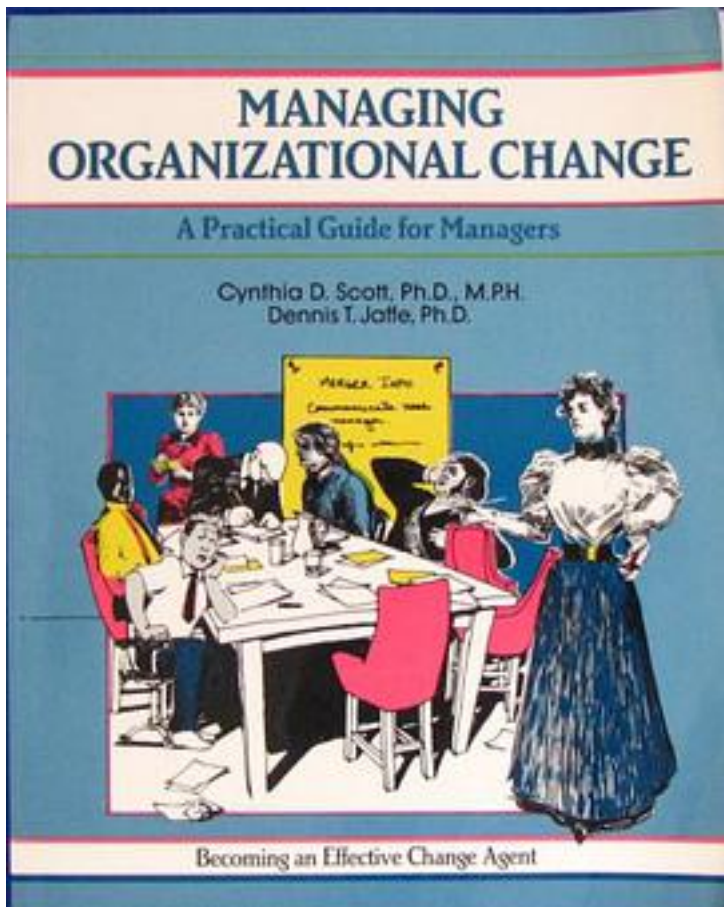


# Managing Organizational Change



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出版者:

出版时间:2007-8

装帧:

isbn:9780470897164

Organizations must evolve to keep up with today's dynamic and competitive environment. This second edition, with updated readings and additional figures, explores a set of concepts, theories and techniques that address the successful planning and implementation of strategic change across an organization. It focuses on

why a company needs to change, what can be changed and how to appropriately plan and implement that change. The authors address both the rational and emotional aspects of change and also explain how individuals, groups, and the organization can improve their ability to move through the change process. Readings and cases enable faculty to apply the concepts and theory covered in each chapter. Self-assessments are also used to help the reader better understand their change management competencies and to determine if their organization can be successful with change. Finally, the text was written to help the reader be more comfortable with the uncertainties of change.

作者介绍:

目录:

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