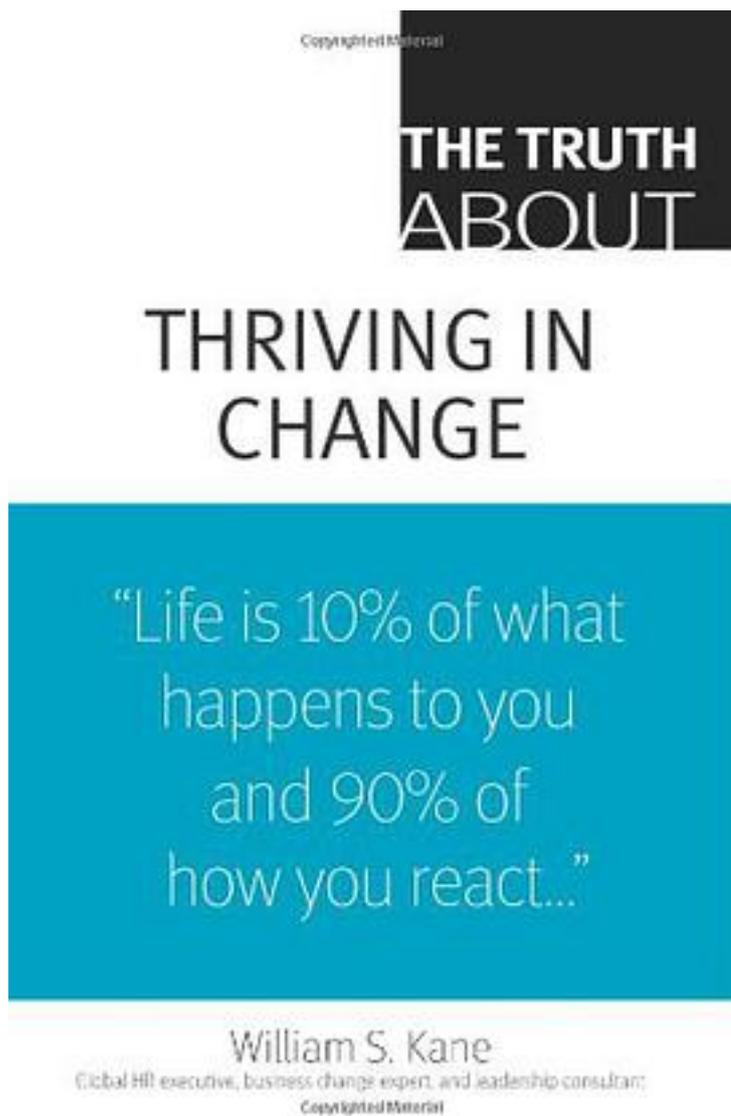


The Truth About Thriving in Change



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著者:Kane, William

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The Truth About Thriving in Change offers real solutions for the tough challenges faced by every business leader who needs to drive and sustain successful change. You'll discover: which skills you need most, and how to develop them; how to lead change without eroding employee motivation, commitment, and productivity; why you must start fast, and "run before you walk"; when to persuade, when to educate, and when to "use force"; how to make the change agenda everyone's agenda, and create the right cultural framework for successful change. This isn't "someone's opinion": it's a definitive, evidence-based guide to effective change leadership -- a set of bedrock principles you can rely on throughout your entire management career.

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