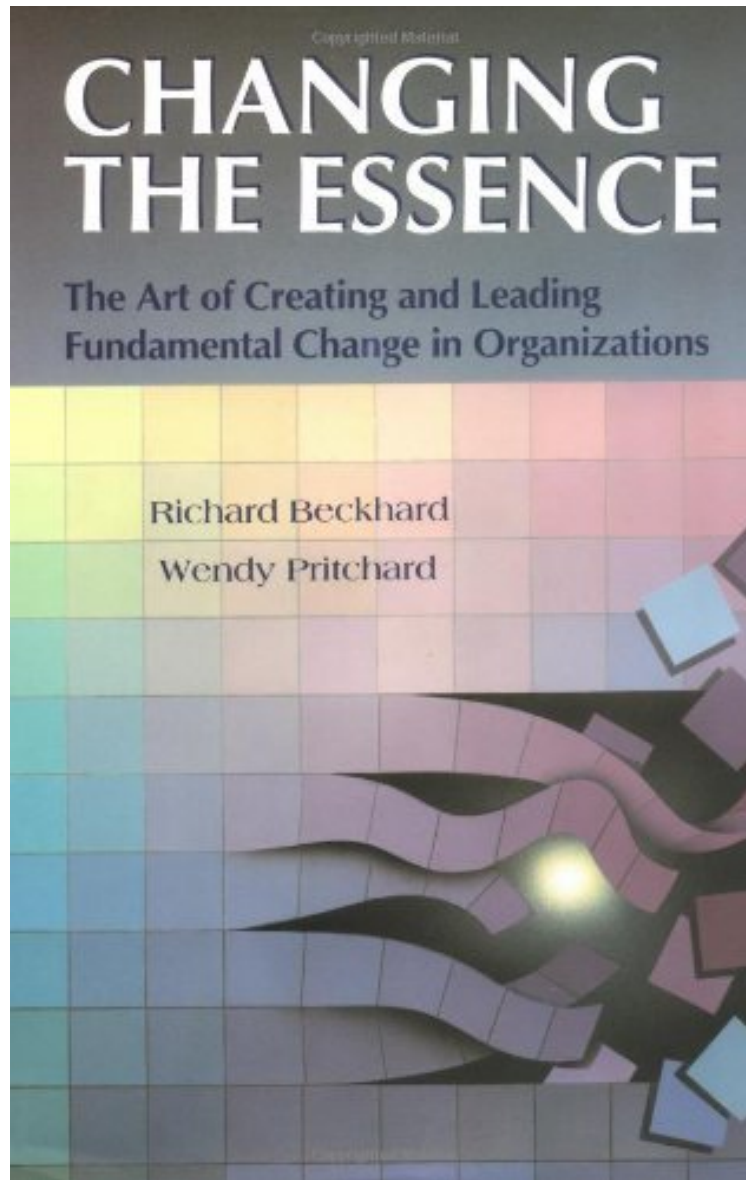


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Changing the Essence: The Art of Creating and Leading Environmental Change in Organizations (J-B US non-Franchise Leadership)

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Reveals the strategies and leadership behaviors required to manage and integrate fundamental change. Uses illustrative examples of CEOs who have successfully led radical rethinking of purpose and priorities, vision, and the very structure and functions of the organization itself.

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