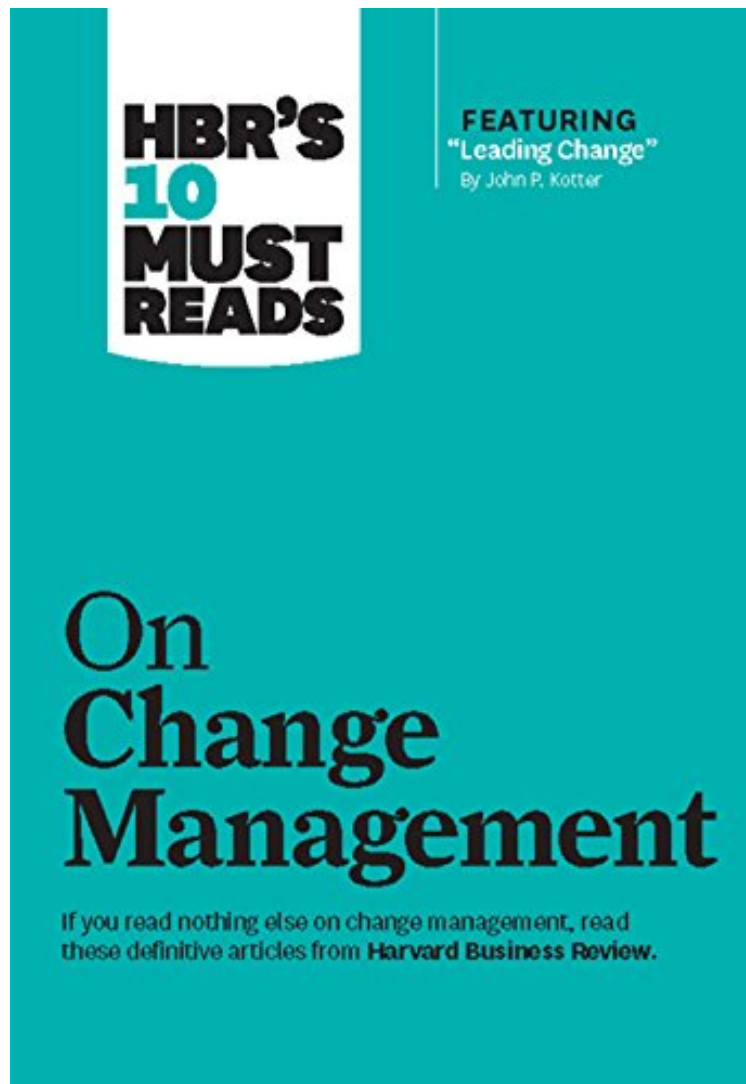


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HBR's 10 Must Reads on Change Management (including featured article "Leading Change," by John P. Kotter)

Harvard Business Review, Harvard Business Review, John P. Kotter, W. Chan Kim, Renee A. Mauborgne

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Harvard Business Review, Harvard Business Review, John P. Kotter, W. Chan Kim, Renee A. Mauborgne : HBR's 10 Must Reads on Change Management (including featured article "Leading Change," by John P. Kotter) before purchasing it in order to gauge whether or not it would be worth my time, and all praised HBR's 10 Must Reads on Change Management (including featured article "Leading Change,"

by John P. Kotter):

Most company's change initiatives fail. Yours don't have to. If you read nothing else on change management, read these 10 articles (featuring "Leading Change," by John P. Kotter). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you spearhead change in your organization. HBR's 10 Must Reads on Change Management will inspire you to:

- Lead change through eight critical stages
- Establish a sense of urgency
- Overcome addiction to the status quo
- Mobilize commitment
- Silence naysayers
- Minimize the pain of change
- Concentrate resources
- Motivate change when business is good

This collection of best-selling articles includes: featured article "Leading Change: Why Transformation Efforts Fail" by John P. Kotter, "Change Through Persuasion," "Leading Change When Business Is Good: An Interview with Samuel J. Palmisano," "Radical Change, the Quiet Way," "Tipping Point Leadership," "A Survival Guide for Leaders," "The Real Reason People Won't Change," "Cracking the Code of Change," "The Hard Side of Change Management," and "Why Change Programs Don't Produce Change."