

HBR's 10 must reads on change management

Kotter, John P., 1947-, author

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Abstrak

70% of all change initiatives fail. But the odds turn in your company's favor once you understand that change is a multi-stage process--not an event--and that persuasion is key to establishing a sense of urgency, winning support, and silencing naysayers. We've combed through hundreds of Harvard Business Review articles on change management and selected the most important ones to help you lead your organization through transformation. -- Provided by publisher.