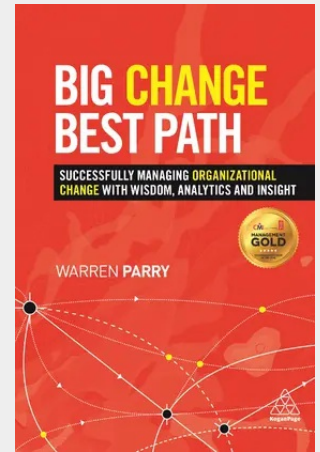


Parry

Big Change, Best Path

Successfully Managing Organizational Change with Wisdom, Analytics and Insight

SHORTLISTED: CMI Management Book of the Year Awards 2017 - Management Futures Category Using ground-breaking modelling, **Big Change, Best Path** brings unique insights to the dynamics and process of organizational change, understanding success and failure, defining and describing the drivers and conditions of change, and the patterns and paths of organizational change. Author Warren Parry from Accenture Strategy shows that a whole new way of managing change is possible, from empirical benchmarking, predictive approaches that highlight the specific actions needed at any point of a change programme, and visualization for senior managers to show how each part of an organization is responding. The author also challenges many of the myths of change management and the dynamics of how organizations respond to change, clearly showing the common pitfalls and misunderstandings. **Big Change, Best Path** explains a new, more analytical way and process for driving successful change, and presents a ground-breaking vision for the future of how organizations can become more agile and resilient.



83,30 €

77,85 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780749469429

Medium: Buch

ISBN: 978-0-7494-6942-9

Verlag: Kogan Page

Erscheinungstermin: 01.10.2015

Sprache(n): Englisch

Auflage: 1. Auflage 2015

Produktform: Gebunden

Gewicht: 845 g

Seiten: 304

Format (B x H): 161 x 240 mm

