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## Leading Successful Change: 8 Keys to Making Change Work

By Gregory P. Shea, Cassie A. Solomon

Wharton Digital Press. Paperback. Book Condition: new. BRAND NEW, Leading Successful Change: 8 Keys to Making Change Work, Gregory P. Shea, Cassie A. Solomon, Why do as many as 75% of change initiatives fail? We live in an era where constant change is the norm rather than the exception. Given globalization, increased competition, and constant technological turnover, no organization can run in place: change is not optional. However, the sad fact is that the vast majority of change efforts fail. As authors Gregory P. Shea and Cassie A. Solomon argue, they do not fail for a lack of trying or leadership. Chances are you have led or been part of a failed change. But why did it fail and how can the next change be successfully implemented? In this essential guide, authors Gregory P. Shea and Cassie A. Solomon deal with the real reasons change efforts fail--and how that failure can be avoided. They argue that change--real change--means changes in behavior and that the work environment itself is the greatest obstacle to making behavioral change stick. They reveal a tested method for leading successful change, which they have developed over a combined 50 years of helping organizations do just that....



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