

Leading Strategic Change: Breaking Through The Brain Barrier

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Of organizations that seek strategic change, 70% fail. In *Leading Strategic Change*, now in paperback, leading consultants J. Stewart Black and Hal B. Gregersen examine the core problem: organizations fail to change because individuals fail to change. Black and Gregersen identify the "brain barriers" that keep strategic change from success--failure to see, failure to move, and failure to finish--and offer a start-to-finish strategy for helping others change how they view their goals and the steps they must take to achieve them. This book systematically shows you how to implement the single change that makes all the others possible: redirecting individuals' ideas and expectations to be aligned with the new direction of the company. Publisher: Cisco Press Illustration: N Language: ENG Title: *Leading Strategic Change: Breaking Through the Brain Barrier* Pages: 00224 (Encrypted PDF) On Sale: 2003-06-23 SKU-13/ISBN: 9780131303195 Category: Business & Economics : Economics - General Words: black finish, black single, change from, change that, finish black, new stewart, through see

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