



## Change Management Explained (Paperback)

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By Can Akdeniz

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Today, businesses change, grow, and fail at an ever-increasing pace. The marvel of modern technology and instant communication has made change occur at an ever quickening speed. To keep up, all companies must innovate and change. Innovation is a major buzzword, and one that everyone understands is central to the sustained success of a company. However, in order for innovation to succeed, often certain changes must take place within the company - and in order for those changes to occur successfully, you need change management. This book includes: - What is Change Management - Types of Change - When is the Right Time for Change - Eight Steps to Successful Change - Nudge Theory - Keys to Successful Change Management.



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