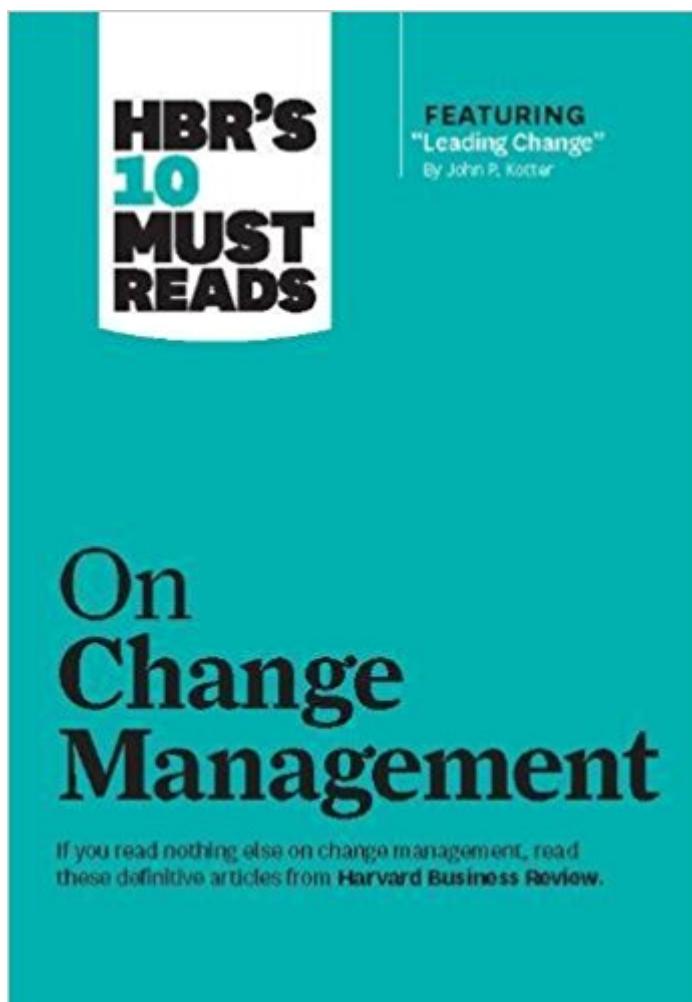


The book was found

HBR's 10 Must Reads On Change Management (including Featured Article "Leading Change," By John P. Kotter)



Synopsis

Most company's change initiatives fail. Yours don't have to. If you read nothing else on change management, read these 10 articles (featuring "Leading Change" by John P. Kotter). We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you spearhead change in your organization. HBR's 10 Must Reads on Change Management will inspire you to:

- Lead change through eight critical stages
- Establish a sense of urgency
- Overcome addiction to the status quo
- Mobilize commitment
- Silence naysayers
- Minimize the pain of change
- Concentrate resources
- Motivate change when business is good
- This collection of best-selling articles includes:
- featured article "Leading Change: Why Transformation Efforts Fail" by John P. Kotter,
- "Change Through Persuasion,"
- "Leading Change When Business Is Good: An Interview with Samuel J. Palmisano,"
- "Radical Change, the Quiet Way,"
- "Tipping Point Leadership,"
- "A Survival Guide for Leaders,"
- "The Real Reason People Won't Change,"
- "Cracking the Code of Change,"
- "The Hard Side of Change Management,"
- and "Why Change Programs Don't Produce Change."

Book Information

Series: HBR's 10 Must Reads

Paperback: 224 pages

Publisher: Harvard Business Review Press; 1 edition (March 8, 2011)

Language: English

ISBN-10: 1422158004

ISBN-13: 978-1422158005

Product Dimensions: 0.8 x 5.5 x 8.2 inches

Shipping Weight: 9.1 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 61 customer reviews

Best Sellers Rank: #10,477 in Books (See Top 100 in Books) #10 in Books > Business & Money > Processes & Infrastructure > Structural Adjustment #11 in Books > Business & Money > Processes & Infrastructure > Organizational Change #249 in Books > Business & Money > Management & Leadership > Management

Customer Reviews

Harvard Business Review is the leading destination for smart management thinking. Through its flagship magazine, 11 international licensed editions, books from Harvard Business Review Press, and digital content and tools published on HBR.org, Harvard Business Review provides

professionals around the world with rigorous insights and best practices to lead themselves and their organizations more effectively and to make a positive impact.

This book was recommended to me by a friend who has had a successful career as a change management consultant, after working for IBM for years. There is an almost identical book which has a Chinese painting on the cover and contains 8 of the 10 articles in this book. Make sure you don't order both! This is a great read for anybody interested in formulating a structured approach to implementing change.

Excellent book on effective management , Anyone on the operations side of consulting would be wise to dig into this book before starting there role

Has really helped me with school assignments. I am just over halfway through my Master of Science in Human Resource Management.

This book was assigned as part of our Change Mgt class at Western Michigan University. Really impressed with the book and I know I will refer to this later in my career.

Sentinel articles on current perspectives on change

HBR's 10 Must Reads on Change Management are just that...must reads for anyone who is serious about successfully making change happen. Whether you have lots of change experience or just starting there is a lot of wisdom in these pages. Highly recommended.

Excellent insights I could act upon when needed. A great book to have at hand when you need to make sure your colleagues will embrace the change you propose them.

I have always appreciated HBR publications. In this book, the best Change Management theories and best practice principles have been selected. This provides a really balanced understanding.

[Download to continue reading...](#)

HBR's 10 Must Reads on Change Management (including featured article "Leading Change," by John P. Kotter) HBR's 10 Must Reads on Emotional Intelligence (with featured article "What Makes a Leader?" by Daniel Goleman)(HBR's 10 Must Reads) HBR's 10 Must Reads 2017: The Definitive

Management Ideas of the Year from Harvard Business Review (with bonus article "What Is Disruptive Innovation?") (HBR's 10 Must Reads) HBR's 10 Must Reads on Managing People (with featured article "Leadership That Gets Results," by Daniel Goleman) HBR's 10 Must Reads on Leadership (with featured article "What Makes an Effective Executive," by Peter F. Drucker) HBR's 10 Must Reads on Teams (with featured article "The Discipline of Teams," by Jon R. Katzenbach and Douglas K. Smith) HBR's 10 Must Reads on Change Management HBR's 10 Must Reads 2017: The Definitive Management Ideas of the Year from Harvard Business Review HBR's 10 Must Reads on Leadership HBR's 10 Must Reads on Communication HBR's 10 Must Reads on Strategic Marketing HBR's 10 Must Reads on Managing Yourself HBR Guide to Project Management (HBR Guide Series) HBR Guide to Buying a Small Business (HBR Guide Series) HBR Guide to Buying a Small Business: Think big, Buy small, Own your own company (HBR Guide Series) HBR Guide to Dealing with Conflict (HBR Guide Series) HBR Guide to Better Business Writing (HBR Guide Series) Dorothy Must Die Stories: No Place Like Oz, The Witch Must Burn, The Wizard Returns (Dorothy Must Die Novella) Beijing Travel Guide - 3 Day Must Sees, Must Dos, Must Eats HBRâ™s 10 Must Reads on Emotional Intelligence

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)