

Beyond the Wall of Resistance: Why 70% of All Changes Still Fail--and What You Can Do About It

By Rick Maurer



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Companies that don't change die. Change is everyday corporate life - plans for cost cutting, restructuring, new technology, quality improvement, new products/services are ongoing challenges in companies of all sizes. Resistance is a huge roadblock. This real-world guide shows frustrated managers how to build support for change and stay competitive. Practical approaches with new case studies show how to deal with resistance in a way that retains strong working relationships while achieving successful change.



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Beyond the Wall of Resistance: Why 70% of All Changes Still Fail--and What You Can Do About It By Rick Maurer Bibliography

Sales Rank: #372923 in Books
Brand: Brand: Bard Press
Published on: 2010-06-16
Original language: English

• Number of items: 1

• Dimensions: 9.30" h x .64" w x 6.58" l, .77 pounds

• Binding: Paperback

• 208 pages

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