



Creating Contagious Commitment: Applying the Tipping Point to Organizational Change, 2nd Edition

By Andrea Shapiro

strategy perspective. Paperback. Book Condition: New. Paperback. 216 pages. Dimensions: 8.8in. x 6.0in. x 0.7in. Creating Contagious Commitment: Applying the Tipping Point to Organizational Change Too often, necessary and technically appropriate change initiatives fall short of expected gains because leaders fail to involve employees and leverage their perspectives. This deprives leaders of valuable input, and causes the very people who are expected to modify the way they work to feel discounted and disconnected. Creating Contagious Commitment: Applying the Tipping Point to Organizational Change presents a proven approach to turn this all too common situation around. It goes to the heart of effective change implementation and shows how to move employees from being apathetic or resistant to becoming committed advocates of a change. Creating Contagious Commitment demonstrates why many of the traditional approaches to change implementation (such as focusing on the easily measurable technical aspects or relying on mass awareness campaigns) don't work very well especially on their own. It explains the dynamics that contribute to successful change initiatives and how to use them, right now, in your own initiatives. The accessibility of the concepts and the practical strategies they provide make Creating Contagious Commitment a unique and powerful guide for change agents...



READ ONLINE

Reviews

It is one of the most popular publications. It really is written in easy words and not difficult to understand. You are going to like how the author writes this book.

-- **Prof. Evans Balistreri DDS**

Completely essential go through book. This is for all who state there had not been a worthy of reading through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Lydia Legros**

See Also



[DK Readers Day at Greenhill Farm Level 1 Beginning to Read](#)

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs to life. Join the ducklings, cows, and...



[DK Readers Disasters at Sea Level 3 Reading Alone](#)

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. From fog, ice, and rocks to cannon fire and torpedo attacks--read the story of five doomed sea voyages and the fate of those who took part in them....



[Phonics Fun Stick Kids Workbook, Grade 1 Stick Kids Workbooks](#)

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in. Learning to read is a fun and exciting time in a child's life, and being able to decode words is an important skill that gives young readers...



[DK Readers Beastly Tales Level 3 Reading Alone](#)

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. This Level 3 book is perfect for children who can read alone. Do these monsters really exist? Read these amazing true stories -- then decide for yourself! The...



[Lans Plant Readers Clubhouse Level 1](#)

Barron's Educational Series. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 8.9in. x 5.7in. x 0.3in. This is volume six, Reading Level 1, in a comprehensive program (Levels 1 and 2) for beginning readers. Two nine-book sets teach reading to children from preschool to...



[DK Readers Robin Hood Level 4 Proficient Readers](#)

DK CHILDREN. Paperback. Book Condition: New. Nick Harris (illustrator). Paperback. 48 pages. Dimensions: 8.4in. x 5.7in. x 0.2in. Discover the rollicking exploits of Robin and his merry men as they take from the rich and give to the poor. Join Robin Hood and...