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Managing Change Pocketbook (3rd Revised edition)

By Neil Russell-Jones

Management Pocketbooks. Paperback. Book Condition: new. BRAND NEW, Managing Change Pocketbook (3rd Revised edition), Neil Russell-Jones, The Managing Change Pocketbook is for all those people responsible for managing change or wishing to understand an imposed change. Now in its 3rd edition this popular title in the Pocketbooks Series explains what change is and why it is necessary, why some change needs proactive management, the effects of change on people, how to gain commitment, how to manage change, the tools available, ways to communicate, and examples of success and failure. The book's author is Neil Russell-Jones BSc (Hons) MBA. He is a management consultant, lecturer and writer. He is also a special advisor for the Prince's Youth Business Trust, working in the areas of strategy and marketing. He has written several other books in the Pocketbooks Series, on strategy, business planning, decision-making and marketing.



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