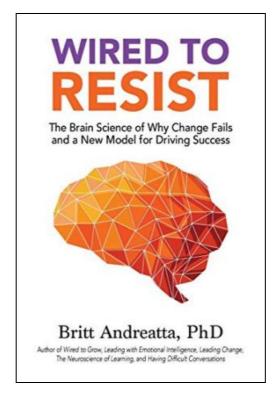
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(Lavina Torp)

# WIRED TO RESIST: THE BRAIN SCIENCE OF WHY CHANGE FAILS AND A NEW MODEL FOR DRIVING SUCCESS (PAPERBACK)



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7th Mind Publishing, United States, 2017. Paperback. Condition: New. Language: English. Brand new Book. "Illustrated by real-life examples and evidence from renowned scholars and practitioners, Wired to Resist provides novel insights into understanding why efforts to change often fail and-more importantly--how they can succeed." Barry Posner, PhD, New York Times best-selling author of The Leadership Challenge"A must-read for business leaders and HR professionals. In this constantly changing world, it's critical to find leadership strategies that realistically address the human side of change. Dr. Andreatta offers a fresh look at the nature of resistance with a clear path to overcoming it. I couldn't put it down." Erin Earle, VP, HRBP for Engineering, LinkedIn"I've read many books on leading organizational change and I appreciate how Dr. Andreatta gives me insight into the 'whys' behind the 'hows.' Wired to Resist arrived just as I was launching a new change initiative in my organization--and it immediately showed me several things I needed to address to increase our chance of success." Kevin Goldsmith, Chief Technology Officer, Avvo"Making a simple change in our behavior can be the difference between success and failure, but so often we quickly go to our default position and don't know why. Dr. Andreatta unlocks the puzzle and guides us with proven scientific steps to help us shift to positive outcomes every time we tackle a new goal." Jacqui Burge, Founder, Desk YogiEvery year failed change costs billions of dollars. We are biologically wired to resist change: it's the key to our survival and the obstacle that often gets in the way of us fulfilling our potential. Wired to Resist provides a new understanding of our biology and why change fails, despite our best plans. Dr. Andreatta synthesizes the latest research into a new model for change that harnesses the power of...

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