



Management of Change - Swissray International

By Andreas Keller

GRIN Verlag Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2004 in the subject Economics - Job market economics, grade: 1.6, University of Strathclyde, language: English, comment: This assignment assesses my personal experience on conditions and dimensions in change management on an organisational and individual level, offering an analytical approach to a reflective personal view, placing this against a review of the most recent reported findings in the literature on the topic of change management and its consequences in an organisational setting. The case study of Swissray International, Inc. tries to bring out the personal level of my experiences and learning on how I contributed to re-orientating an organization's strategy. , abstract: The literature¹ describes the process of change management as tools and techniques to manage individuals and the related HR issues effectively, when implementing organisational change or to remake the companies into better competitors (Kotter, 1998, p.1). One example that springs to mind is the reference to Weiss (2001, p.27), referring to the three perspectives on change. My personnel experience has shown there is no organization, small or large, global or local, that...



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