



Strategic Organizational Change, Second Edition

Michael Beitler

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Strategic Organizational Change, Second Edition is written by a leading organizational change consultant. Until the first edition was released in January 2003, little practical guidance was available for planning and implementing organizational change. In this book, Dr. Beitler begins by providing a systematic approach for diagnosing organizational problems. Then he offers his step-by-step approach for designing and implementing organizational change interventions. Everything is written in a practical, easy-to-follow style, with an abundance of checklists and practice tools. Every manager and change consultant will gain valuable insights and practice tools from this book. In an increasingly competitive world these insights and tools will give managers and consultants the edge they need to succeed!

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