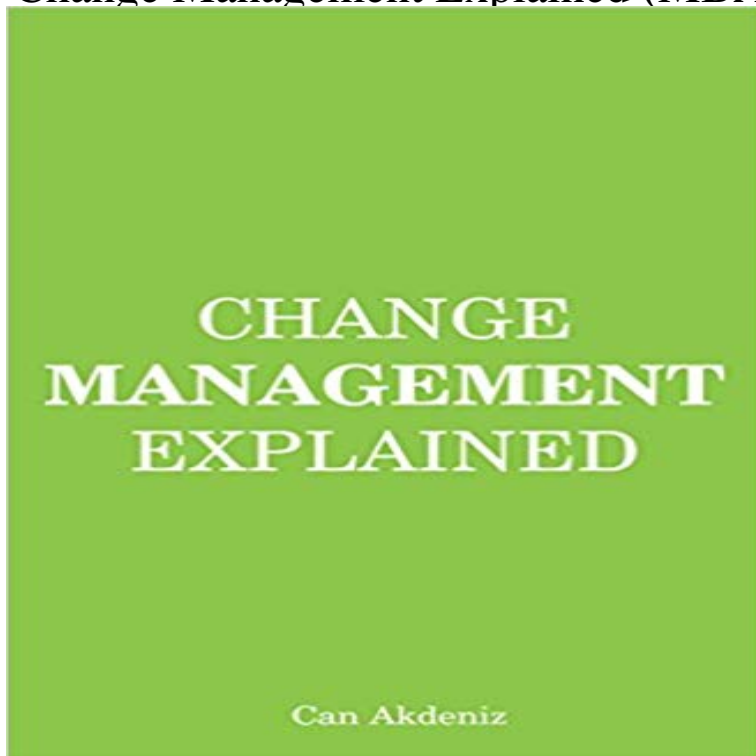


Change Management Explained (MBA Fundamentals Book 4)



Today, businesses change, grow, and fail at an ever-increasing pace. The marvel of modern technology and instant communication has made change occur at an ever quickening speed. To keep up, all companies must innovate and change. Innovation is a major buzzword, and one that everyone understands is central to the sustained success of a company. However, in order for innovation to succeed, often certain changes must take place within the company and in order for those changes to occur successfully, you need change management. This book includes:

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- Types of Change
- When is the Right Time for Change
- Eight Steps to Successful Change
- Nudge Theory
- Keys to Successful Change Management

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