



Managing Business Change For Dummies

Beth L. Evard, Craig A. Gipple

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Managing Business Change For Dummies gives you practical step-by-step advice for evaluating your organization's change effort from start to finish. This friendly guide brings you specific techniques and tools for each step of the change process -- from how to pinpoint potential problems and resolve them quickly, to how to help employees respond to change with more flexible and positive attitudes.

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