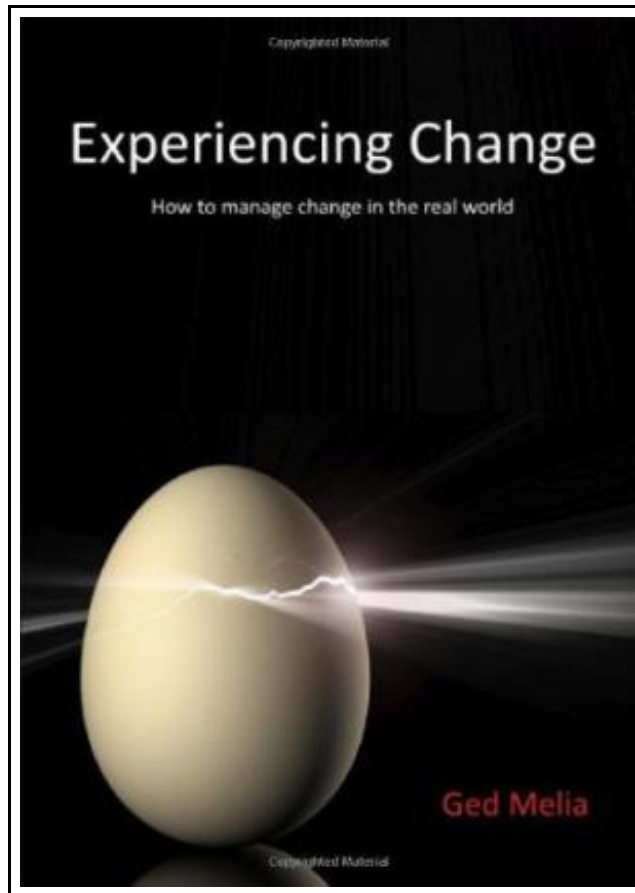


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Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, Experiencing Change: How to Manage Change in the Real World, Ged Melia, Drawing from experiences in the UK cable telecommunications industry during the 1990's and early 2000's, this book bridges some of the core theory of change management with its practice. Written from the perspective of an experienced change manager, the book provides a practical review of current change theory and the tools used in its application, including an experience-based analysis of common change management issues and how to handle them. Based on developments in the telecoms industry it shows how technological and socio-economic change is shaping the way that businesses must change too. Included in the book is a structured process for implementing a downsizing exercise, often at the heart of the most challenging change management projects.



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