



Beyond the Wall of Resistance: Why 70% of All Changes Still Fail--and What You Can Do About It

By Rick Maurer

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Companies that don't change die. Change is everyday corporate life - plans for cost cutting, restructuring, new technology, quality improvement, new products/services are ongoing challenges in companies of all sizes. Resistance is a huge roadblock. This real-world guide shows frustrated managers how to build support for change and stay competitive. Practical approaches with new case studies show how to deal with resistance in a way that retains strong working relationships while achieving successful change.

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