

Change Management is a crucial part of the modern organization. Organizational change or projects are an important factor in achieving a competitive edge. This book combines several important theories about Change Management and is closely linked to Strategic marketing and people management. This book is designed to introduce the reader to all of the important change theories and how to persuade people to not see the change as a threat but as an opportunity. The several theories give the reader a good view of how to make a change project, on business or individual level, a success.

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