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The heart of change : real-life stories of how people change their organizations

Kotter, John P.

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Abstrak

THE SINGLE MOST IMPORTANT message in this book is very simple. People change what they do less because they are given analysis that shifts their thinking than because they are shown a truth that influences their feelings. This is especially so in large-scale organizational change, where you are dealing with new technologies, mergers and acquisitions, restructurings, new strategies, cultural transformation, globalization, and e-business? whether in an entire organization, an office, a department, or a work group. In an age of turbulence, when you handle this reality well, you win. Handle it poorly, and it can drive you crazy, cost a great deal of money, and cause a lot of pain.