



Change Management: A Guide to Effective Implementation

Robert A Paton, James McCalman

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Guiding readers through the technological, organizational and people-oriented strategies that managers use to implement change, the **Third Edition** has been revised to cover power, politics, culture and gender. The authors have also added international case studies that set change management within the context of globalization.

The text provides readers with frameworks for applying different models of change to different scenarios; offers proactive approaches to change that relate to business performance and gives practical, step-by-step guidance on handling change.



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