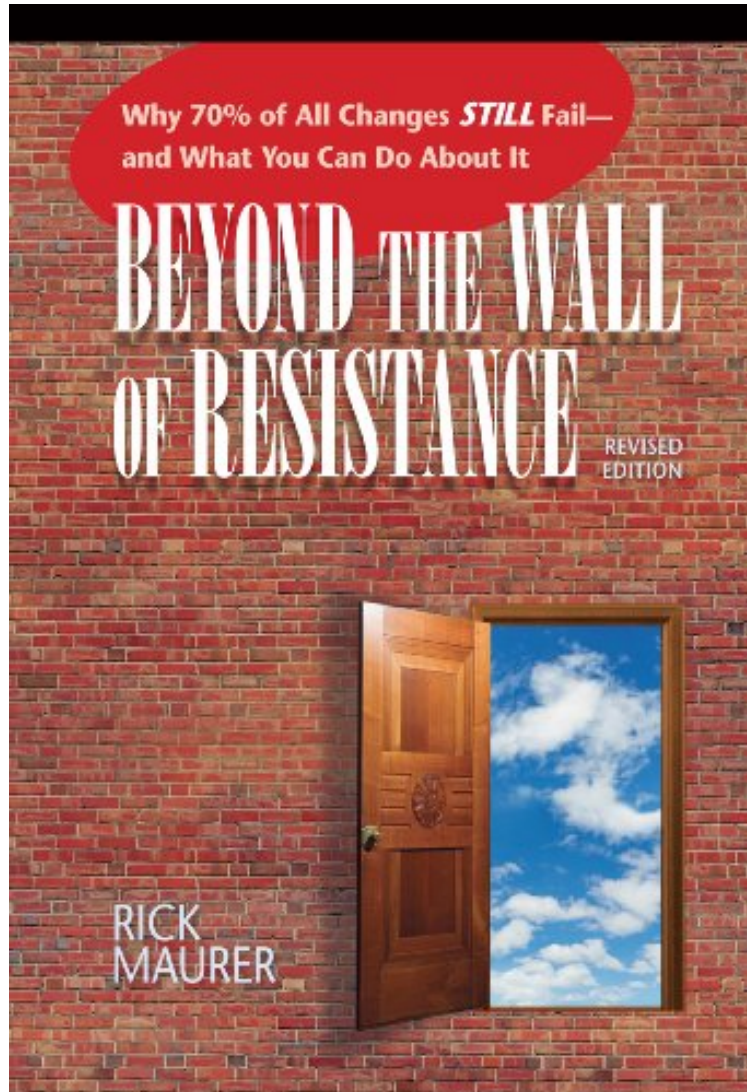


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Beyond The Wall Of Resistance: Why 70% O

Rick Maurer

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to deal with significant change. This isn't blind prescription, Rick uses evidence based research real practitioner input to revise, update infuse this book with very useful suggestions to help people leading change to engage those impacted by change. I am totally biased here - I have known Rick for 15 years have used his ideas with great results.0 of 0 people found the following review helpful. Resistance in practiceBy Derkinderen-BorremansThe clear explanations give practical examples that you can relate to immediately. It pictures resistance (own and others) in a way that you can not deny. Some easy tricks are given to work with and (hopefully) turn resistance into something useful.

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.