



Change Management: Grundlagen und Erfolgsfaktoren (German Edition)

Thomas Lauer

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Wandel in Unternehmen stellt in Zeiten starker Marktdynamik eher die Regel als die Ausnahme dar. Den Wandel erfolgreich zu gestalten, ist erfahrungsgemäß alles andere als einfach. Der Band dient als umfassender und praxisnaher Leitfaden für das erforderliche Change Management. Aufbauend auf einer Einführung in die Grundlagen des organisatorischen Wandels vermittelt der Autor praxisnah die wichtigsten Erfolgsfaktoren. Aktuelle Fallbeispiele illustrieren die Aussagen und helfen, ein tieferes Verständnis zu erlangen. Mit Praxistipps und Checklisten.

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