

Librería
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Título: Effective Change Management

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Precio: \$279.00

Editorial:

Año: 2004

Tema:

Edición: 1^a

Sinopsis

ISBN: 0130485233

To be competitive in today's marketplace, companies and their employees need to be able to change in response to market demands. Effective Change Management: Ten Steps for Technical Professions helps the reader understand that the underlying issue organizations face is improvement.