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Título: Communicating Change. Winning Employee Support For New Business Goals

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When a company decides to make a major organizational change--whether it's a new emphasis on customer service, quality management, restructuring or downsizing--managers must get the message through to front-line employees, and enlist their support...or the changes will create more turmoil than progress.

Written for busy managers at all levels, Communicating Change offers specific prescriptions for effecting successful change centered around three guiding principles:

Conveying the message through supervisors

Communicating face-to-face

Making the changes relevant to each work area

In addition, a variety of helpful forms, checklists, sample communications, and surveys help managers to quickly put these principles into action.