

A selection of meetingminds:

This month's hot seller:

VIRAL CHANGE

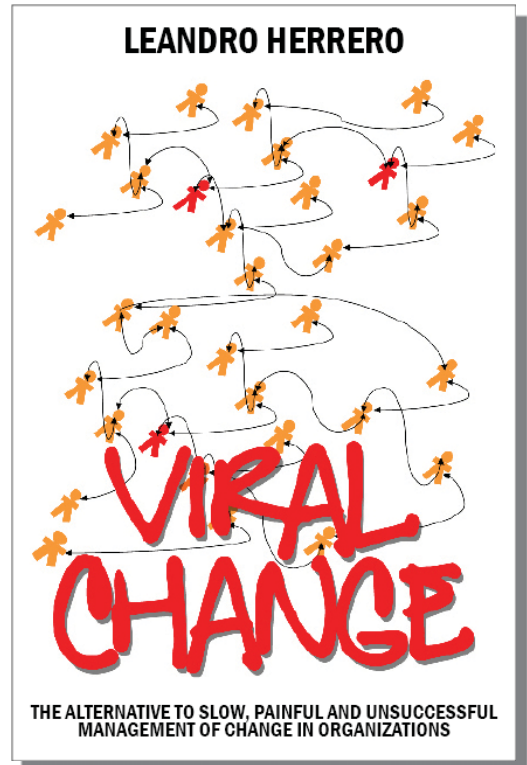
The alternative to slow, painful and unsuccessful management of change in organisations

by Leandro Herrero

Most conventional change management programmes fail and most more or less assume that the rational appeal to change (along with lots of communication and training) will be enough for people to change their ways. However, this assumption is wrong. People often continue to do things like before, and they see the slow, painful and ultimately unsuccessful progress of these mammoth programmes as just another passing trend.

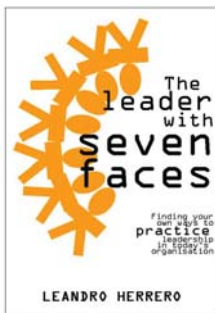
Viral Change provides a completely different framework for change, which works faster, is far more effective, potentially more inclusive and definitely long lasting. It strongly resembles the transmission of an infection (in this case, the virus of 'successful change') and eliminates the need for massive, intrusive (and often costly!) change management initiatives. *Viral Change* is simply the most modern and efficient way to create change in the modern organization. Can you afford not to be infected ?

(ISBN 978-1-905776-01-6 - £19.95/\$29.95 US - 392 p.)



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