

**Viral Change ready to infect attendees at Book Expo America**

**Viral Change – by Dr Leandro Herrero – will be part of the New Title Showcase at Book Expo America 2007 in New York, showing the world that its alternative approach to change management is not only infectious, but also faster and long-lasting.**

London, UK - May 30<sup>th</sup>, 2007 – It is common knowledge that most conventional 'change management' programmes fail, usually because these programmes are based on several flawed assumptions. They focus on changing processes and systems, communicate these changes to the world and totally ignore the behavioural side of change.

In 'Viral Change', the author shows how a combination of the right language and 'frame', a small set of non-negotiable behaviours and the production of 'tipping points' creates lasting cultural change in organizations. 'Viral Change' shows how change in organizations has more to do with creating 'purpose-driven infections' of new ideas or new ways of doing than with a traditional communication-based stepwise approach. Unlike conventional methods of change management, Viral Change is faster, far more effective and definitely long lasting.

'Viral Change' will be part of the New Title Showcase at Book Expo America 2007 NYC. You can find the New Title Showcase in the Crystal Palace lobby of the Jacob Javits Convention Center from June 1<sup>st</sup> – June 3<sup>rd</sup> 2007. The book will be listed in the New Title Showcase Catalogue available at BEA or online at [www.bookexpoamerica.com](http://www.bookexpoamerica.com). 'Viral Change' has also been added to [BEA's online searchable database](#) for the New Title Showcase.

**meetingminds** is dedicated to publishing works that provide a fresh, relevant and thought-provoking take on existing management issues in organizations, such as leadership, behavioural change and so much more.

**Leandro Herrero** was a practicing psychiatrist for many years before holding senior leadership positions in top league business organizations. He is currently CEO of The Chalfont Project Ltd, an international group of organizational consultants, which he co-founded. His previous books include *The Leader with Seven Faces*, also published by meetingminds.

'Viral Change' (ISBN 978-1-905776-01-6, 392p, £19.95/\$29.95) is available at [www.amazon.co.uk](http://www.amazon.co.uk), [www.amazon.com](http://www.amazon.com), [www.barnesandnoble.com](http://www.barnesandnoble.com), [www.meetingminds.com](http://www.meetingminds.com) and many other online bookshops and outlets.