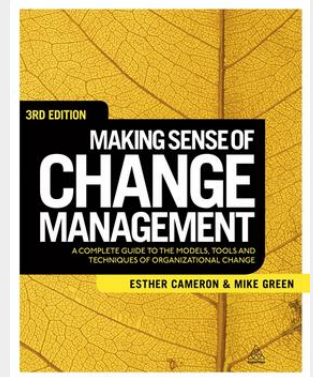


Cameron / Green

Making Sense of Change Management

A Complete Guide to the Models Tools and Techniques of Organizational Change

Written for students and professionals alike, Making Sense of Change Management is the classic text in the field of change management. It is aimed at anyone who wants to understand why change happens, how it happens and what needs to be done to make change a welcome rather than a dreaded concept. It offers considered insights into the many frameworks, models and ways of approaching change and helps the reader to apply the right approach to each unique situation. This completely revised and fully updated new edition includes new chapters on managing change in tough and uncertain times and the deeper skills of becoming a true agent of change.



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