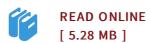




The Three Phases of the Change Management Process

By Saskia Felicitas Werner

GRIN Verlag Gmbh Jul 2013, 2013. Taschenbuch. Book Condition: Neu. 211x148x5 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: 2,3, University of Applied Sciences Riedlingen, course: Organizational Culture and Change Management, language: English, abstract: If you always do - What you always did You will always get - What you always got (Lincoln)1. Introduction of Change Management 1.1 TargetMost of the change management processes break down while only thirty percent of the change management processes are successful. This quotation defines the current problem or better to say the difficulties of organizations in realizing a successful change management nowadays. Thus, it is very important that the organizations create change (they) can believe in like Barack Obama carried out with his numerous successful changes, such as the rapid end to war in Iraq, the decrease in energy dependence and the setting up of universal health care. Seen from a business context, the critical factors and success factors in a change management process will be analyzed on the basis of a fictitious example, the Paradise Hotel in London which...



Reviews

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