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JOHN KOTTER



**CONDUIRE LE  
CHANGEMENT**

Feuille de route en 8 étapes



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**Download or Read Online Conduire le changement John Kotter Free eBook PDF/ePub/Mobi/Mp3/Txt**, Pourquoi les organisations ont-elles tendance à s'opposer aux transformations ? Quelle démarche adopter pour surmonter cette inertie? Comment éviter les angoisses et dépasser les blocages au moment d'évoluer ? En quoi le leadership est-il indispensable pour relever les défis que pose le changement ?

Dans un monde de plus en plus instable et concurrentiel, les entreprises doivent sans cesse prendre de nouvelles initiatives. Cette stratégie, devenue essentielle pour réussir, suppose, afin d'être appliquée avec succès, d'apprendre à conduire le changement.

Dans un ouvrage considéré par le magazine Time comme l'un des 25 livres d'entreprise les plus influents de tous les temps, le spécialiste mondialement reconnu de la gestion du changement, John Kotter, souligne non seulement les erreurs à éviter mais propose aussi une véritable feuille de route en

huit étapes pour réussir le changement.

Résolument pratique et opérationnel, Conduire le changement offre des pistes d'action utilisables par tous pour permettre aux organisations de devenir plus agiles et plus évolutives, renforcer le leadership des individus, appliquer des stratégies plus élaborées et réussir à exécuter rapidement des initiatives hardies.

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