



Radical Process Change: A Best Practice Blueprint (CBI Fast Track)

Ashley Braganza

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Focused on turning theory into effective practice, this book deals with how to successfully implement radical, process-based change in an evolving business world. The key word here is radical - as incremental change initiatives often fail to adequately keep pace with the rapidly evolving business climate. Innovatively making use of two running case studies, Ashley Braganza shows why successful change requires the real involvement of everyone in the organisation - not just a forced top-down approach from senior management.



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