



Champions of Change: How CEOs and Their Companies are Mastering the Skills of Radical Change (The Jossey-Bass Business and Management Series)

David A. Nadler, Mark B. Nadler

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New Tools for Challengng the Status Quo

Immensely readable, this work bolts together the image or theory and the reality of what is required to change the performance of an enterprise. Whether the challenge is renewal or fundamental change, this book delivers real-life depictions that will help all who invest the time.

--**Richard A. McGinn**, president and COO, Lucent Technologies, Inc.

Stand on the front lines of innovation with today's top business leaders. Throughout this page-turner, archconsultant David Nadler leverages twenty years of work with many of the world's most acclaimed CEOs to provide a detailed, inside account of how they've led the most difficult and significant change efforts of our times. Case examples include initiatives undertaken at Sun Microsystems, Lucent Technologies, Xerox, Corning, AT&T and Kaiser Permanente. Engaging and inspiring, it offers leaders and managers at every level a new, field-tested repertoire of concepts, tools and techniques for understanding the dynamics of change and managing it effectively.

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