

1. Record Nr.	UNINA9910459423503321
Autore	House Richard
Titolo	Therapy beyond modernity : deconstructing and transcending profession-centred therapy / / by Richard House
Pubbl/distr/stampa	Boca Raton, FL : , : Routledge, an imprint of Taylor and Francis, , [2018] ©2003
ISBN	0-429-90867-9 0-429-48390-2 1-282-90100-1 9786612901003 1-84940-387-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (461 p.)
Disciplina	150 616.8914
Soggetti	Psychotherapy Counseling - Methodology Social psychology Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. The profession-centred therapy form -- pt. 2. "Consumer" experiences of profession-centred therapeutic practice -- pt. 3. A new paradigm, post-professional era? -- pt. 4. Whither "post-professional" therapy?
Sommario/riassunto	This radical and provocative book challenges the very foundations of therapy itself. In examining the hidden assumptions of therapy, the author poses the question 'Is therapy more concerned with preserving its own hegemony than with an honest authenticity of procedure and practice?.

2. Record Nr.	UNINA9910254953303321
Autore	Shiver Warren
Titolo	7 Steps to Sales Force Transformation : Driving Sustainable Change in Your Organization / / by Warren Shiver, Michael Perla
Pubbl/distr/stampa	New York : , : Palgrave Macmillan US : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781137548054 1137548053
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XVII, 197 p.)
Disciplina	658.8/102
Soggetti	Technological innovations Management Sales management Economics Innovation and Technology Management Sales and Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Foreword -- Acknowledgements -- Introduction -- The transformation dilemma -- The levers of sales transformation -- Building the foundation & vision of the future -- Treating your sales transformation like an internal sale -- Building your sales transformation roadmap -- Implementing your sales force transformation -- Key barriers and considerations for implementation -- Extending your sales transformation to business partners, suppliers and customers -- Sustaining your sales force transformation -- Sales transformations in the future -- .
Sommario/riassunto	The sales force is a company's main engine for driving revenue, one that often requires change to stay competitive and achieve desired results. To improve sales performance, many organizations seek out a 'Silver Bullet'. Transformation is not a one-time, check-the-box event, but a rigorous, ongoing process. Unfortunately, there is no one-off solution to the hard work of transformation. There is, however, a methodology derived from the authors' combined decades of work and

their qualitative and quantitative research on sales force transformation. This book provides a practical approach to effect significant, measurable and sustainable transformation in your sales organization. 7 Steps to Sales Force Transformation will help readers determine if their sales organizations need a transformation and if so, how to assess their sales organization's readiness through the analysis of six 'levers' of successful sales transformations. It also guides readers through a series of tasks, analyses, and decisions that will lead to a successful transformation. In particular, the authors will show you how to clarify your sales transformation vision and sell it to upper management, detail methods on how to deploy your vision, offer advice on how to sustain transformation through leadership and communication, and outline current trends that will impact future sales transformation. This book is targeted at anyone who has control over a sales organization or who wants to transform a sales team, including sales managers, sales executives, CEOs, COOs, and others who advise or influence those stakeholders, such as associates at consulting and private equity firms. Through original quantitative research, the authors' own experiences transforming sales organizations, and the lessons learned by a host of sales professionals they interviewed, you will understand how to transform and modernize your sales force to achieve your desired sales results and provide your customers with better service and value.
