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Titolo	Executing your business transformation [[electronic resource]] : how to engage sweeping change without killing yourself or your business / / Mark I. Morgan ... [et al.]
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Descrizione fisica	1 online resource (291 p.)
Altri autori (Persone)	MorganMark <1954->
Disciplina	658.4/06
Soggetti	Organizational change Strategic planning Success in business
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Once upon a time in transformation : profiles of selected companies in transformation -- What got you here may kill you there : letting go of legacy success in order to prosper in the future -- Yesterday's leadership skills may prevent tomorrow's success : aligning leadership with transformation -- There is no strategy if nobody knows what to do : translating strategy into action moving forward -- Transforming strategy requires more than expensive software : how to keep from being a fool with a tool -- Transform human resources into a strategic advantage : how to engage HR at a strategic level -- Your customers are always right, except when they aren't : doing what is right for customers even when it is not what they asked for -- Don't let analysts run your business : pleasing the street is not always what it's cracked up to be -- Merger is not a four-letter word : how to reduce the risk of value loss in merging companies -- Who melted my cheese? : how to deal with the mixture of two different recipes for success -- Spin is overrated for creating value : replacing rhetoric with real communication -- Consultants are not an excuse for not knowing your

business : how to engage professional services for maximum return.

Sommario/riassunto

Practical, tested, implementable real-world advice for transforming any business and is written by people that have "been there and done that". Changing an organization is tough. Transformation is hard work that should not be attempted by the faint of heart or the weak of mind. But transformation is not rocket science either. By taking a realistic, simple and direct view of what is required to transform an enterprise, the authors reduce the noise and nonsense that surrounds much of the discussion of transformation and provide straight forward lessons, examples and thought provoking questions
