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| Nota di contenuto | Part I: Fundamentals -- 1. Change Management: The Path to Achieve the Goal -- 2. Triggers of Corporate Change -- 3. Barriers to Change -- 4. Causes of Failed Corporate Change -- 5. A Success Factor Model of Change Management -- Part II: Success Factors -- 6. Success Factor Person: Right Leadership in Change -- 7. Vision as a Success Factor: Setting Motivating Goals -- 8. Communication as a Success Factor: Avoiding and Overcoming -- 9. Participation as a Success Factor: Involving Those Affected -- 10. Integration as a Success Factor: Overcoming Differences -- 11. Re-Education as a Success Factor: Targeted Personnel Development -- 12. Success Factor Project Management: Managing Complexity Correctly -- 13. Consultation as a Success Factor: Using Professional Consultants -- 14. Evolution as a Success Factor: Initiating Permanent Change. |
| Sommario/riassunto | This book provides a compact overview of the topic of change management. It contains a comprehensible introduction to the basics and techniques of organizational change and provides practical information on the most important success factors. The reading is suitable for practitioners as well as for courses at colleges and universities. Topics such as stakeholder analysis, the use of the Social Intranet for communication and idea generation or intrapreneurship programs and a whole range of new case studies complete this |

comprehensive work. This book is a translation of the original German 3rd edition Change Management by Thomas Lauer, published by Springer-Verlag GmbH Germany, part of Springer Nature in 2019. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation. Springer Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors. From the content: -The importance of change in today's corporate world -Inhibitors to change -Causes of failed corporate change -Success factors of change: person, vision, communication, participation, integration, re-education, project organisation, consultation, evolution -Case studies, checklists and practical tips The Author: Prof. Dr. Thomas Lauer has been teaching corporate management at the Aschaffenburg University of Applied Sciences for over ten years. In addition to change management, his areas of expertise include strategic management, innovation management and customer-oriented corporate management. In his teaching and publishing activities, he brings profound experience from many years of consulting for well-known large companies and combines this with current developments in theory and empirical research.
