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# "Change!": Die Chancen des Wandels (German Edition)

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Der technische und gesellschaftliche Wandel bringt nicht nur in den Industrienationen tiefgreifende und bisweilen schmerzhafteste Veränderungsprozesse im Wirtschaftsleben mit sich. Seit dem Jahr der Lehman-Pleite, 2008, befindet sich die Weltwirtschaft ohnehin im permanenten Krisenmodus, der im Einzelfall bis in das Privatleben abstrahlt. Veränderte Märkte und technische Entwicklungen geben häufig den Takt betrieblicher Entscheidungen vor. Krise und Wandel treiben die Manager vor sich her. "Change! Die Chancen des Wandels" zeigt, wie man vom Getriebenen zur treibenden Kraft werden kann. Es verdeutlicht die Mechanismen von Wandlungsprozessen und macht anhand von Erfolgsstorys Mut in wandlungsreichen Zeiten.

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