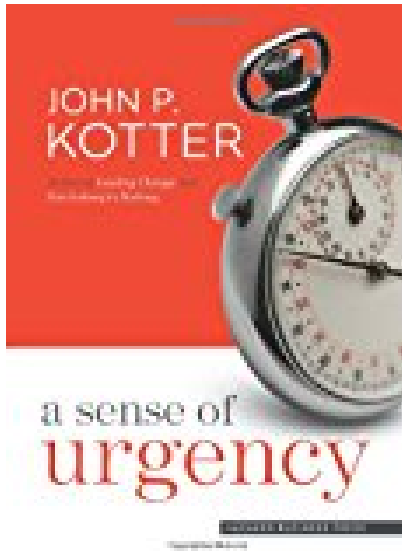


A Sense of Urgency



BOOK DETAILS

- Author : John P. Kotter
- Pages : 208 Pages
- Publisher : Harvard Business Press
- Language : English
- ISBN : 1422179710

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BOOK SYNOPSIS

In his international bestseller "Leading Change," Kotter provided an action plan for implementing successful transformations. Now, he shines the spotlight on the crucial first step in his framework: creating a sense of urgency by getting people to actually see and feel the need for change.

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