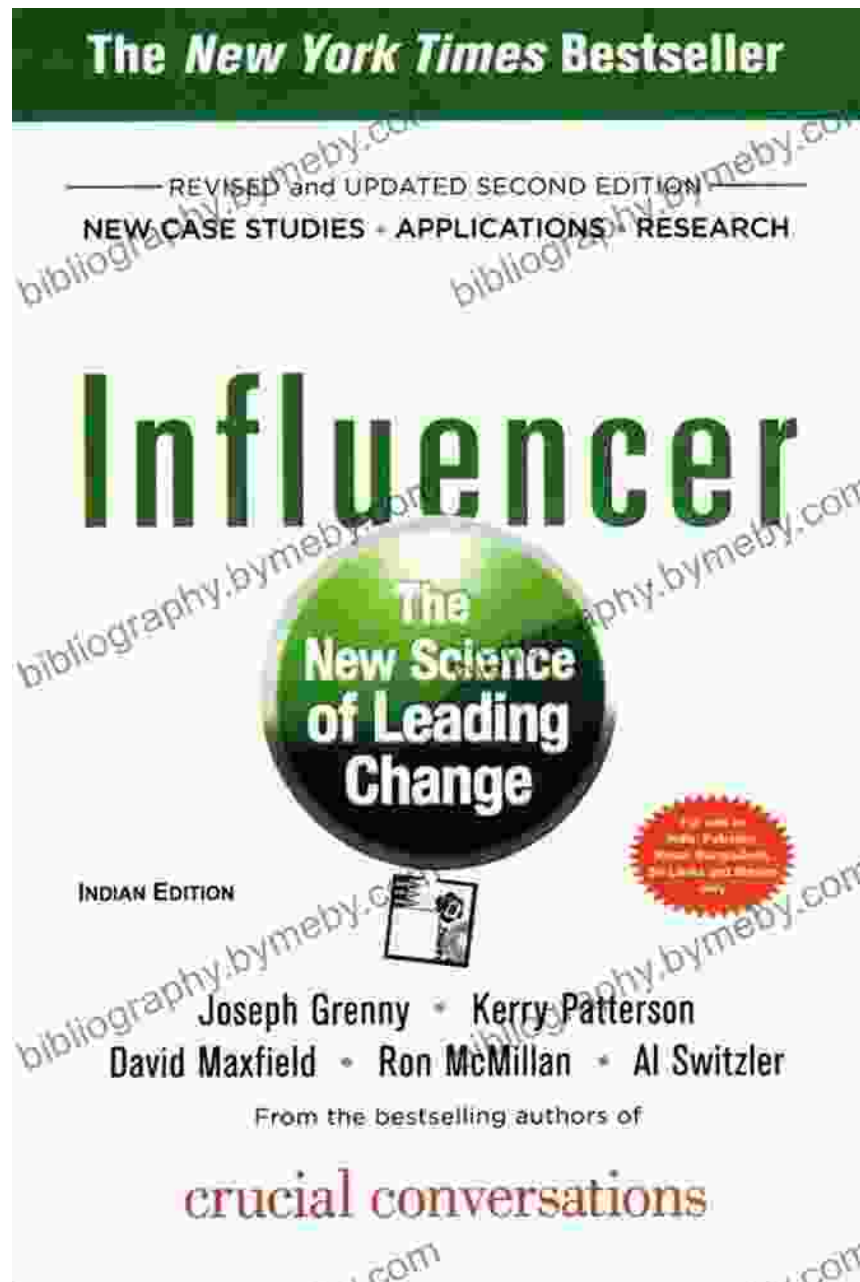
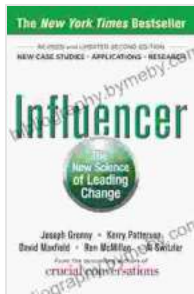


Ignite Action, Shape Outcomes: The New Science of Leading Change Second Edition



Discover the Revolutionary Approach to Successful Change Implementation

In a rapidly evolving business landscape, organizations face unprecedented challenges and opportunities. Leading change effectively has become imperative for survival and growth. 'The New Science of Leading Change Second Edition' empowers leaders with the insights and tools they need to navigate the complexities of change and drive lasting success.



Influencer: The New Science of Leading Change, Second Edition by Joseph Grenny

★★★★☆ 4.6 out of 5

Language	: English
File size	: 3530 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 337 pages



This groundbreaking book presents the latest advancements in change science, offering a comprehensive framework for successful change implementation. Authors John P. Kotter and Dan S. Cohen, renowned experts in the field, provide practical strategies, compelling case studies, and actionable tools to help leaders:

- Identify the key elements of successful change
- Develop a compelling vision and strategy for change
- Create a sense of urgency and commitment

- Build a guiding coalition and empower employees
- Overcome resistance and drive action
- Sustain momentum and create lasting change

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- Unlock the potential of their workforce
- Drive performance improvement and financial results
- Position their organizations for long-term growth and sustainability

This updated edition includes new insights, case studies, and tools, reflecting the latest advancements in change science. It also addresses emerging challenges facing leaders in today's volatile and uncertain environment.

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Critical Acclaim

- "A must-read for leaders navigating the ever-changing business landscape. Kotter and Cohen provide invaluable insights and practical tools for driving successful change."— *Harvard Business Review*
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About the Authors

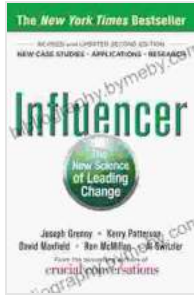
- **John P. Kotter** is a world-renowned expert in leadership and organizational change. He is a professor at Harvard Business School and the author of numerous bestselling books, including 'Leading Change' and 'The Heart of Change.'
- **Dan S. Cohen** is a leading expert in change management and innovation. He is a professor at Babson College and the founder of Change Academy, a global leader in organizational change.

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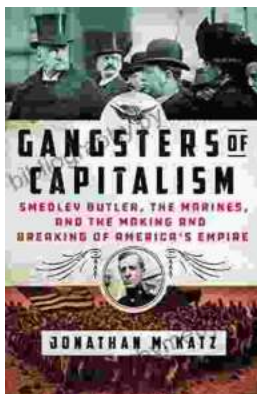
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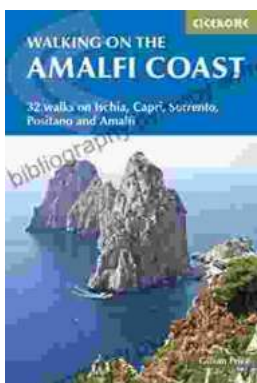


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