



IME: Managing Change (Mixed media product)

By Bob Dignen, Fiona Mee

Delta Publishing, United Kingdom, 2013. Mixed media product. Book Condition: New. 297 x 210 mm. Language: English . Brand New Book. International Management English is a ground-breaking new series developed by York Associates, who have been preparing professionals for international work for over 30 years. The series covers four key aspects of international business operations: Leading People, Managing Projects, Managing Change and Working Virtually. Managing Change deals with the challenges facing those who are having to lead others through changes in their working life. It covers all aspects of change management, from communicating the need for change through to dealing with objections and bringing all those affected through as a coherent team. Managing Change contains eight units, focusing on: change happens; Why change?; communicating change; overcoming resistance; influencing people; developing change leaders; evaluating and measuring; and cultural shifts. In every unit, Managing Change provides comprehensive training in the skills proven to be necessary to operate successfully in the world of international business: relevant language skills, communicative ability, people-management skills and intercultural competence. This training is delivered through extensive speaking and listening activities, professional input, skills practice, intercultural awareness-raising and case-study discussions. In addition, the book provides: an audio CD; a...



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