



MANAGING CHANGE IN ORGANIZATIONS

Nilanjan Sengupta

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This book discusses in detail the theory and applications of change management, which is a step-by-step approach to change an organization's management, strategies and processes, to boost its efficiency and performance better than its competitors. The text examines the importance of change management and its utility in the era of globalization. It elaborates on various planned organizational strategies and contingency approaches, and the validity of these as justified methods of change management in the Indian and global environmental contexts.

Postgraduate students of management, researchers and professionals in the field will find this book immensely useful.

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