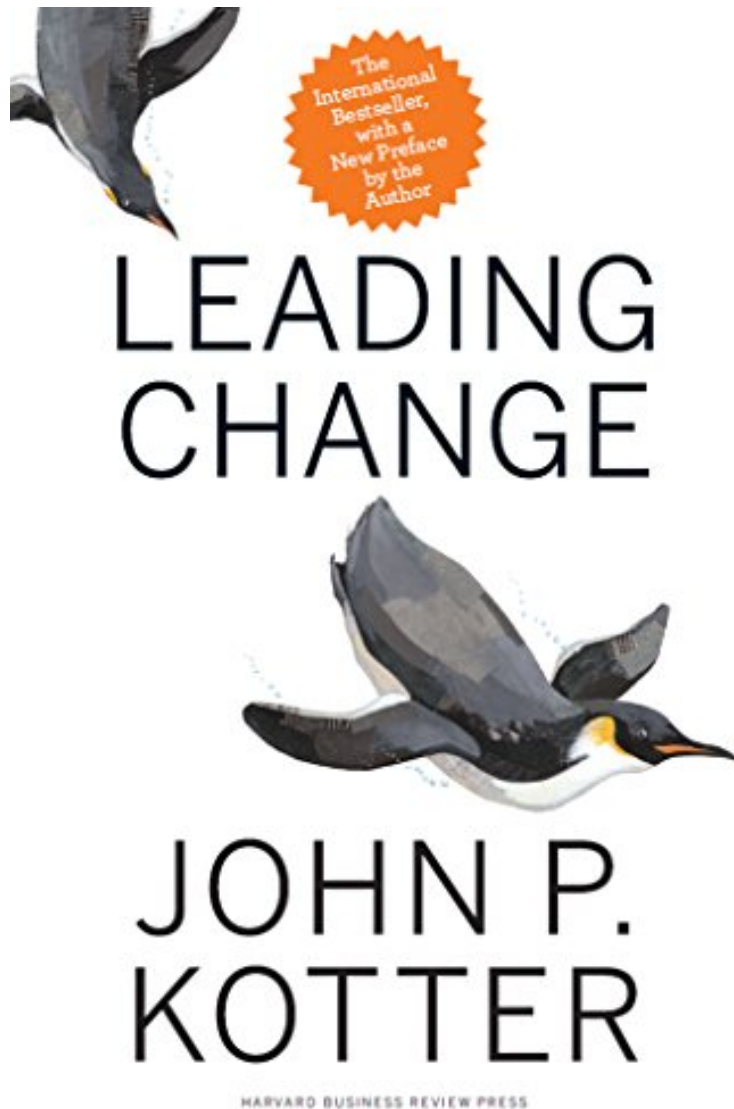


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## Leading Change, With a New Preface by the Author

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**John P. Kotter : Leading Change, With a New Preface by the Author** before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading Change, With a New Preface by the Author:

0 of 0 people found the following review helpful. Helps me appreciate my leadershipBy Anthony HagemanI work for a Christian ministry that is undergoing massive change. This book has helped me appreciate our leadership all the more and brings perspective to decisions being made. It motivates me to be a life long learner in leadership and to empower many to lead.5 of 5 people found the following review helpful. An eye-openerBy Brian CastelliFor a long time I thought I was a change leader. I was successful with small change projects. But implementing lasting change

has eluded me. After reading Kotter's book, I know why. He opened my eyes to aspects of change that I had never considered before. Developing a sense of urgency. Developing a guiding coalition. And so on. This is the kind of book you will want to read, try to implement, re-read, re-implement, and so on for the rest of your career. 0 of 0 people found the following review helpful. Five Stars By Mateyas A. A+ great product and was everything I expected!

The international bestseller now with a new preface by author John Kotter. Millions worldwide have read and embraced John Kotter's ideas on change management and leadership. From the ill-fated dot-com bubble to unprecedented MA activity to scandal, greed, and ultimately, recession we've learned that widespread and difficult change is no longer the exception. It's the rule. Now with a new preface, this refreshed edition of the global bestseller *Leading Change* is more relevant than ever. John Kotter's now-legendary eight-step process for managing change with positive results has become the foundation for leaders and organizations across the globe. By outlining the process every organization must go through to achieve its goals, and by identifying where and how even top performers derail during the change process, Kotter provides a practical resource for leaders and managers charged with making change initiatives work. *Leading Change* is widely recognized as his seminal work and is an important precursor to his newer ideas on acceleration published in *Harvard Business Review*. Needed more today than at any time in the past, this bestselling business book serves as both visionary guide and practical toolkit on how to approach the difficult yet crucial work of leading change in any type of organization. Reading this highly personal book is like spending a day with the world's foremost expert on business leadership. You're sure to walk away inspired and armed with the tools you need to inspire others. Published by Harvard Business Review Press.

From Publishers Weekly Harvard Business School professor Kotter (*A Force for Change*) breaks from the mold of M.B.A. jargon-filled texts to produce a truly accessible, clear and visionary guide to the business world's buzzword for the late '90s: change. In this excellent business manual, Kotter emphasizes a comprehensive eight-step framework that can be followed by executives at all levels. Kotter advises those who would implement change to foster a sense of urgency within the organization. "A higher rate of urgency does not imply ever-present panic, anxiety, or fear. It means a state in which complacency is virtually absent." Twenty-first century business change must overcome overmanaged and underled cultures. "Because management deals mostly with the status quo and leadership deals mostly with change, in the next century we are going to have to try to become much more skilled at creating leaders." Kotter also identifies pitfalls to be avoided, like "big egos and snakes" or personalities that can undermine a successful change effort. Kotter convincingly argues for the promotion and recognition of teams rather than individuals. He aptly concludes with an emphasis on lifelong learning. "In an ever-changing world, you never learn it all, even if you keep growing into your '90s." *Leading Change* is a useful tool for everyone from business students preparing to enter the work force to middle and senior executives faced with the widespread transformation in the corporate world. 60,000 first printing; \$100,000 ad/promo; dual main selection of the Newbridge Book Club Executive Program; 20-city radio satellite tour. Copyright 1996 Reed Business Information, Inc. From Library Journal After trying an endless array of quick fixes and other panaceas, executives struggling to stay in business in a rapidly changing world are finding it necessary to consider more fundamental reasons for their lack of success. Kotter (*The New Rules: A Force for Change*, Free Pr., 1995) now offers a practical approach to an organized means of leading, not managing, change. He presents an eight-stage process of change with highly useful examples that show how to go about implementing it. Based on experience with numerous companies, his sound advice gets directly at reasons that organizations fail to change, reasons that concern primarily the leader. This is a solid, substantive work that goes beyond the clichés and the consultant-of-the-month's express down yet another dead-end street. With its clear demonstration of the hard work necessary to lead change, this important work stands with Michael Hammer's latest, *Beyond Reengineering* (see review above). Highly recommended. Dale F. Farris, Groves, Tex. Copyright 1996 Reed Business Information, Inc. From Booklist Kotter's thesis is that strategies for change often fail in corporations because the changes do not alter behavior. He identifies the most common mistakes in effecting change, offering eight steps to overcoming obstacles. The eight-step process consists of establishing a sense of urgency by analyzing competition and identifying potential crises; putting together a powerful team to lead change; creating a vision; communicating the new vision, strategies, and expected behavior; removing obstacles to the change and encouraging risk taking; recognizing and rewarding short-term successes; identifying people who can implement change; and ensuring that the changes become part of the institutional culture for long-term transformation and growth. The author acknowledges that substantive change requires leadership, but not the elitist notion of leadership as a divine gift of birth granted to a few. Kotter makes a compelling case that winners will be those who outgrow their rivals. Mary Whaley