





Smart fluid - Background, Audi S3 - First generation (Typ 8L; 1996-2003), Audi S3 - S3 (1999-2003), and much more...

Drawing upon and integrating current theories, models, and experiences of companies in India and abroad, this book offers practical insights into managing change. It emphasises both what organisations need to change and how they should go about it. Examining primary data from about 50 progressive Indian organisations, the authors view organisational change in terms of three generic—growth; transformation and decline. Based on the case studies, they present a model of change that focuses on eight levers of change—value-based leadership, strategy, structure, human resource practices, technology, marketing, quality and costs. The model is richly illustrated with examples from both Indian and international practice. The authors examine the core values that must underlie any change effort and discuss the ways in which organisations can nurture value-based change. This timely and lucid book will be an indispensable reference or text for all behavioural and management programs.

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