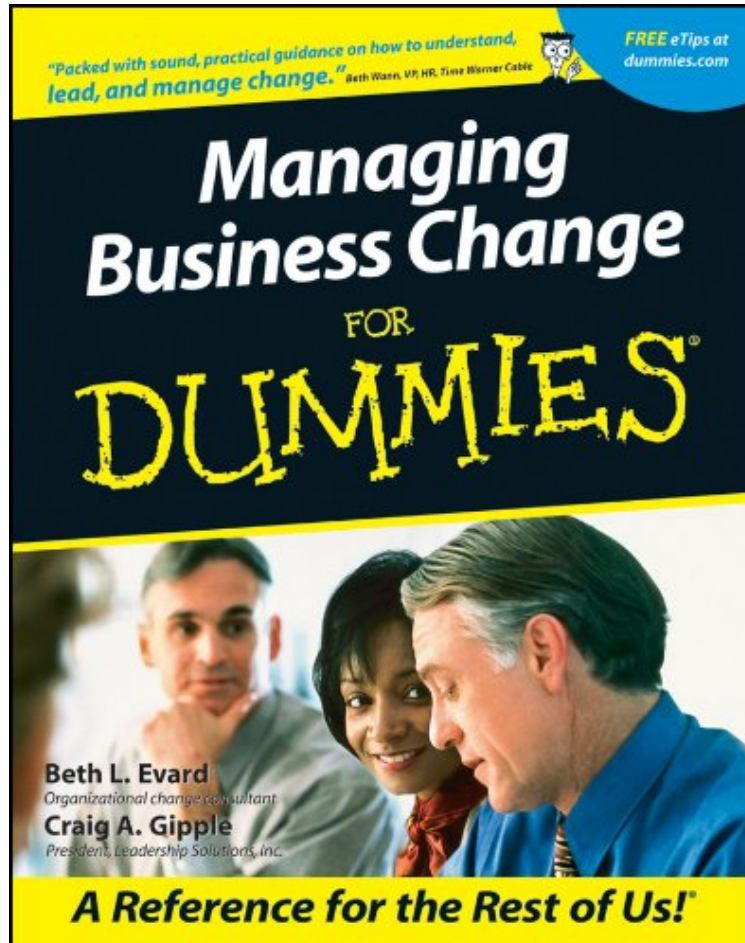


# Managing Business Change For Dummies

Beth L. Evard, Craig A. Gipple

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**Beth L. Evard, Craig A. Gipple : Managing Business Change For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Business Change For Dummies:

2 of 2 people found the following review helpful. Solid Business Change FundamentalsBy Earl BeedeWhile I have never like the word "dummies" in the series title, I have liked the format and the content. Managing Business Change met my expectations. Typical of this format, it is more broad than deep. However, I appreciate the attention given to resistance. Helpful tips and checklists will make sure you are not completely in the dark when it comes to leading change.The main drawback I found was the fifth section titled "Taking Care of Yourself" where the authors put for topics on meditation and yoga. Not what I wanted out of the book but easy enough to skip over.I recommend this book to those who are dealing with minor changes on a daily basis. Mid to lower level managers will benefit most. Higher up on the chain would probably benefit more from Kaplan's work.0 of 0 people found the following review helpful. Three stars only because the book is out of print and could use a revision.By nasalhazelStraightforward discussion of managing business change -- but focuses on the role of the leaders to manage the change -- would have been good to give more attention to the fact that leaders don't really know what they are doing (especially when it is not a planned

re-org, but a forced downsizing), and stress we are all responsible for managing change in the workplace. Good intro discussion of the emotional and psychological aspects of business change, which I am sadly witnessing every day at my own job. 0 of 0 people found the following review helpful. Five Stars By AmberGreat condition

Managing Business Change For Dummies gives you practical step-by-step advice for evaluating your organization's change effort from start to finish. This friendly guide brings you specific techniques and tools for each step of the change process -- from how to pinpoint potential problems and resolve them quickly, to how to help employees respond to change with more flexible and positive attitudes.

"Packed with sound, practical guidance on how to understand, lead, and manage change. It cuts to the essence of change management and offers plenty of on-point lessons for today's manager." From the Back Cover "Packed with sound, practical guidance on how to understand, lead, and manage change." Beth Wann, VP, HR, Time Warner Cable  
Praise for Managing Business Change For Dummies "Organizational change can be filled with stress for the people who must implement the change. The authors provide you with the tools to gain your team's support and keep your team, as well as yourself, effective and calm." Evelyn Greenwald, COO, Creativity For Kids, a division of Faber-Castell  
Find out how to promote stress-free change at the office The pain-free way to help your employees go with the flow Are your employees addicted to the status quo? Relax! Let two experts show you how to change their attitudes about change. From step-by-step advice on communicating effectively with your employees to specific tools for successfully working with their resistance, this practical guide will help you smooth the way for seamless change within your organization. Discover how to: Pinpoint potential problems and resolve them quickly Promote positive, flexible attitudes Expect the unexpected Brave the unknown Keep cool amidst change Reduce stress Get smart!  
www.dummies.com Sign up for daily eTips at www.dummiesdaily.com Choose from among 33 different subject categories Get news you can use on everything from money to health to computers About the Author Beth L. Evard is an organizational psychologist and a conflict and stress management consultant. Craig A. Gipple is president of Leadership Solutions, Inc. and a change management consultant for Fortune 500 companies.