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Communicating Change: Winning Employee Support For New Business Goals Book summary Authors: TJ & S Larkin US-based management consultants who work with the likes of General Motors, Polaroid, Xerox, Hewlett-Packard, British Telecom, GE and IBM. THE BASIC IDEA OF THE BOOK “ How to communicate change to employees in large companies. ” That is...

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Change Management and Communication Strategy

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