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THE TRANSFORMATIONAL LEADER : THE KEY TO GLOBAL COMPETITIVENESS



John Wiley, New York, NY, 1990. Soft Cover. Condition: New. First Edition, First Thus. BRAND NEW copy. Examination of successful organizational change. Examples drawn from major companies and aggressive smaller firms both inside the US and Europe. The resulting dissection of the process of transformation affords blueprints for instituting changes for firms to remain, or become, competitive in a dynamic market. Authors, Noel Tichy is a professor at Univ of Michigan's Graduate School of Business, and Mary Anne Devanna is...

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- Authored by Tichy, Noel M.; Devanna, Mary Anne
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