



Leading change at Corus

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Grin Verlag Gmbh Grin Verlag. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: A, State University of New York at Stony Brook, course: BA, language: English, abstract: The business environment has become very dynamic making change in organizations inevitable and tremendous in past few decades. Leadership through change has thus become a great concern in today s business management (Axelrod 2000, p. 43). Managing change effectively is important in keeping change efforts in track and overcoming business challenges. In addition, modern organizations are highly complex and cannot be transformed by one management guru. Leadership effort must therefore support and build organization members particularly employees to understand leadership agenda in managing change and play their role within the sphere of their activities (Black & Hal 2002, p. 91). Implementing change sometimes require sense of urgency. Of great importance is to understand change, drivers and barriers of change and identify strategies and initiatives geared towards leading change effectively. This study explores and examines changes that have occurred at Corus, how the company has managed...



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