



A Strategy of Change: Concepts and Controversies in the Management of Change

David C. Wilson

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A Strategy of Change provides a critical appraisal of current ideas about 'organizational culture', 'total quality management', 'flexibility', and 'excellence', drawing upon case material from a wide range of different organizational settings. This practical, issue-centred approach contrasts with the functionally oriented way in which management is often taught in the classroom and reflects instead the real needs of future managers and managers who have to work and communicate on a cross-functional basis. Dealing in an integrated way with the full spectrum of strategic change issues, this book provides an important tool for all those concerned with strategic change issues and organizational survival in today's changing environment.

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