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## VIRAL CHANGE

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The majority of 'change management' approaches at the disposal of managers and leaders of organizations today, are based upon the change of processes and systems. Behavioural change is wrongly assumed to be the consequence of changing processes. The reality is that most 'change management' programmes fail.

Cultural change is also thought to be a long term affair, a painful process from which one shouldn't expect short term results. This is a myth the book will destroy, along with many others in the area of change in organizations such as: 'people are resistant to change'.

'Viral Change' is a very different practitioner's book that explains how to create sustainable change in organizations by focusing on behavioural change from the start, and by simultaneously creating 'internal infections of success'. In 'Viral Change' the author shows how a combination of the right language and 'frame', a small set of non-negotiable behaviours (all spread by a small number of activists) and the creation of 'tipping points', creates lasting cultural change in organizations.

The 'Viral change' way constitutes the most modern and efficient way to create change whether through formal 'change management programmes' or in the day-to-day management and leading of the modern organization.

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